

FORMULATION OF MARKETING STRATEGIES
FOR A EUROPEAN BRAND STEAM IRON IN HONG KONG
TO CHALLENGE THE JAPANESE MARKET LEADER

by

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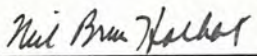
RESEARCH REPORT

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ABSTRACT

Philips is a very aggressive Western marketer of electrical appliances in Hong Kong. Its brand name is well known among the local consumers. However, in marketing its steam irons, Philips faces very keen competition from the leading Japanese brand name, National. In 1987, the market share of National (60%) was over five times that of Philips (11%).

Confident about the quality of its steam irons and their value for money, Philips is eager to sort out the roots of its marketing problem so as to increase the market share from 11 percent to 21 percent in 1990.

Using the techniques of unstructured interviews, field surveys, questionnaire survey and in-home product test, the researchers have attempted the following for Philips:

- 1) To get a general picture of the present steam iron market situation and customer profile in Hong Kong;
- 2) To dig out what weaknesses, if any, in product attributes, marketing deficiencies and/or other factors such as brand perception and country-of-origin effect which may be contributing to the lower market performance of Philips steam irons relative to its main competitor -- National;
- 3) To identify the target segment for Philips and understand the potential customers' buying behaviour as well as their demographics.
- 4) To formulate a marketing plan for Philips to achieve its marketing objective i.e. to increase its market share of

steam irons from 11 % to 21% in 1990.

The key part of our research is the questionnaires survey. In this survey, a sample of 230 respondents were interviewed with a structured questionnaire. It was subsequently found in this survey that the market performance of steam irons are highly related to the consumer perception over the products; and the perception towards the products are significantly influenced by the perception towards its brand names and its country-of-origin.

Due to that the consumers have favourable perception on products of Japanese brand names and country-of-origin regarding steam irons and also other electrical appliances, as reflected in the survey findings, Philips and other Western marketers of these product categories must put their most efforts in improving their products and promotion so as to compete with Japanese manufacturers in the Hong Kong market.

TABLE OF CONTENTS

ABSTRACT ii

TABLE OF CONTENTS iv

LIST OF CHARTS AND TABLES vi

PREFACE x

Chapter

 I. INTRODUCTION 1

 II. BACKGROUND 2

 Company Profile 2

 Market Profile 2

 Product Profile 6

 III. LITERATURE REVIEW 7

 Steam Irons 7

 Brand and Country-of-Origin Perception 10

 IV. RESEARCH OBJECTIVES 12

 V. PLAN OF ATTACK 13

 Unstructured Interviews and Field Surveys 13

 Questionnaire Survey 14

 In-home Product Test 15

 VI. RESEARCH FINDINGS AND INTERPRETATIONS 16

 Unstructured Interviews 16

 Field Surveys 18

 Questionnaire Survey 23

 Market Situation 23

 Brand Familiarity 26

 Product Information Sources 27

 Important Criteria in Choosing

 Smoothing Irons 29

 Brand Perception 31

 Country-of-Origin Perception 39

 Interaction Effect of Brand and

 Country-of-Origin Perception 47

Comparison between Potential Steam Iron and Flat Iron Buyers	57
Comparison between Potential Philips and National Buyers	60
Satisfaction Level of Philips and National Users	64
Strengths and Weaknesses of National and Philips Steam Irons	66
In-Home Product Test	67
VII. RECOMMENDATIONS	72
Market Segments	72
Marketing Plan for Philips Steam Irons	73
VIII. INFERENCES FOR OTHER WESTERN BRANDS	79
APPENDIX	83
1 Product Catalogues	
2 Chinese Version of Questionnaire	
3 English Version of Questionnaire	
4 Demographic Profile of Buyers of Smoothing Irons	
5 Steam Irons for In-Home Product Test	
6 Summary of Tables	

Bibliography

LIST OF CHARTS AND TABLES

CHARTS

2. 2. 1.	Iron Market: Brand Share of Philips and Other Main Brands by Year of Purchase of Iron (1985, 1986, 1987)	3
2. 2. 2.	Types of Irons Sold in 1985, 1986, 1987	4

TABLES

2. 2. 3.	Share of Market for Irons by Type: 1987	4
3. 1. 1.	Comparative Test Results on Steam Irons	8
6. 1. 1.	Iron Market: Share of Users	24
6. 1. 2.	Years of Service of the Respondents' Iron	24
6. 1. 3.	Smoothing Iron Type Switching	24
6. 1. 4.	Years of Service of Different Brands of Steam Irons	25
6. 1. 5	Number of Smoothing Irons Owned by Households ..	25
6. 1. 6	Years of Service of Philips and National Smoothing Irons.....	25
6. 2. 1.	Brand Familiarity	26
6. 3. 1.	Factors Affecting Choice of Smoothing Irons	28
6. 3. 2	Sources of Information about Different Brands of Smoothing Irons	28
6. 4. 1.	Important Criteria in Choosing Smoothing Irons..	30
6. 5. 1.	ANOVA on Perception by Attributes: Do Brands' Scores differ from one another?	33
6. 5. 2.	Brand Perception Scores of the Brands' Electrical Appliances as a Whole	33
6. 5. 3.	Brand Perception Score --- Product External Design	34

6. 5. 4.	Brand Perception Score --- Quality and Performance	34
6. 5. 5.	Brand Perception Score --- Value for Money	34
6. 5. 6.	Brand Perception Score --- Buying Intention	35
6. 5. 7.	t-Test on Brand Perception for Product External Design	36
6. 5. 8.	t-Test on Brand Perception for Quality and Performance	36
6. 5. 9.	t-Test on Brand Perception for Value for Money	37
6. 5.10.	t-Test on Brand Perception for Buying Intention	37
6. 5.11.	t-Test on Overall Brand Perception	38
6. 6. 1.	ANOVA on Country-of-Origin Perception for Individual Attributes	41
6. 6. 2.	Overall Country-of-Origin Perception Score	41
6. 6. 3.	Country-of-Origin Perception Score --- Product External Design	42
6. 6. 4.	Country-of-Origin Perception Score --- Quality and Performance	42
6. 6. 5.	Country-of-Origin Perception Score --- Value for Money	43
6. 6. 6.	Country-of-Origin Perception Score --- Buying Intention	43
6. 6. 7.	t-Test on Country-of-Origin Perception for Product External Design	44
6. 6. 8.	t-Test on Country-of-Origin Perception for Quality and Performance	44
6. 6. 9.	t-Test on Country-of-Origin Perception for Value for Money	45
6. 6.10.	t-Test on Country-of-Origin Perception for Buying Intention	45
6. 6.11.	t-Test on Overall Country-of-Origin Perception..	46

6. 7. 1.	Ranking of Steam Irons of Different Brands and Countries-of-Origin Based on Perception of Their External Appearance	53
6. 7. 2.	Ranking of Steam Irons of Different Brands and Countries-of-Origin Based on Perception of Their Durability	53
6. 7. 3.	Ranking of Steam Irons of Different Brands and Countries-of-Origin Based on Perception of Their Product Safety	54
6. 7. 4.	Ranking of Steam Irons of Different Brands and Countries-of-Origin Based on Perception of Their Smoothing Effect	54
6. 7. 5.	Ranking of Steam Irons of Different Brands and Countries-of-Origin Based on Perception of Their Ease of Operation	55
6. 7. 6.	Ranking of Steam Irons of Different Brands and Countries-of-Origin Based on Perception of Their Overall Performance	55
6. 7. 7.	Ranking of Steam Irons of Different Brands and Countries-of-Origin Based on Perception of Their Value for Money	56
6. 7. 8.	Ranking of Steam Irons of Different Brands and Countries-of-Origin Based on the Respondents' Buying Intention	56
6. 8. 1.	Cross-Tabulation --- Sex vs Preferred Iron Type	58
6. 8. 2.	Cross-Tabulation --- Age vs Preferred Iron Type	58
6. 8. 3.	Cross-Tabulation --- Education Level vs Preferred Iron Type ...	58
6. 8. 4.	Cross-Tabulation --- Marital Status vs Preferred Iron Type	59
6. 8. 5.	Cross-Tabulation --- Family Size vs Preferred Iron Type	59
6. 8. 6.	Cross-Tabulation --- Family Income vs Preferred Iron Type	59
6. 9. 1.	Cross-Tabulation --- Sex vs Preferred Brand (Philips and National)	61

6. 9. 2.	Cross-Tabulation --- Age vs Preferred Brand (Philips and National)	61
6. 9. 3.	Cross-Tabulation --- Education Level vs Preferred Brand (Philips and National)	62
6. 9. 4.	Cross-Tabulation --- Marital Status vs Preferred Brand (Philips and National)	62
6. 9. 5.	Cross-Tabulation --- Family Size vs Preferred Brand (Philips and National)	63
6. 9. 6.	Cross-Tabulation --- Family Income vs Preferred Brand (Philips and National)	63
6.10. 1.	Satisfaction Level of Philips and National Users	65
6.10. 2.	Satisfaction Scores of Philips and National Users	65
6.10. 3.	Repeat Purchase Tendency of Philips and National Users	65
7. 1. 1.	Popularity of Using Steam Iron as Gift	78
7. 1. 2.	Brand of Steam Iron used as Gift	78
8. 1. 1.	Perceived Country-of-Origin of Philips Steam Irons	82
8. 1. 2.	Perceived Location of Philips Head Office	82
A5. 1-6	Demographic Profile of Buyers of Smoothing Irons	App 4
A6. 1.	Types of Shops Where Domestic Electrical Appliances are Brought	App 6
A6. 2.	Color Type Preference	App 6
A6. 3.	Smoothing Iron Color Preference	App 6
A6. 4.	Reasons for not Preferring Steam Irons	App 6
A6. 5.	Number of Repairs	App 6

PREFACE

This research was conducted for Philips Hong Kong Ltd. in order to acquire information for the purpose of promoting its steam irons.

Before this research was carried out, Philips had very little information about the present market situation. Therefore, a very large part of this research was used for understanding the present market situation, and learning about customer profiles of different brands of steam irons. Therefore, the emphasis was on information-gathering rather than on hypothesis-testing or establishing causal relationships. Meanwhile, as this research report will be used by the Philips marketing staff to help in the decision-making process, the analysis presented took a practical approach rather than a strictly statistical one.

CHAPTER 1

INTRODUCTION

This research was carried out in co-operation with Philips Hong Kong Ltd. The purposes of it are to understand the present steam iron market situation in Hong Kong, and help formulate a strategic marketing plan for Philips to attack the steam iron market leader -- National.

In 1987, the shares of market in the steam iron category in Hong Kong were National: 60% and Philips: 11% (data from SRH)*. The marketing objective of Philips is to increase its market share to 21% in 1990 after implementing the new marketing plan.**

Although this research is basically designed for promoting Philips steam irons, and may not be completely applicable to other household appliances, as well as to other brands, we believe that it will still be beneficial to other European and American marketers, as it can at least give some insight to them in striving for a better performance in the Hong Kong domestic appliances market.

* SRH stands for Survey Research Hong Kong Ltd. It has been appointed by Philips to conduct market surveys on smoothing irons for the company. In Hong Kong, SRH is one of the five largest research companies.

** Note that in this report, "Smoothing Irons" means any irons used to "smooth" (i.e., press) clothes. "Smoothing Irons" are divided into "Steam Irons" (that operate by putting water inside the iron to be heated to create steam), and "Flat Irons" (or "Dry Irons"). These latter are simply heated by electricity without a steam generation function. A third category -- Travelling Irons -- are not treated separately; they are included under "Steam Irons" if they generate steam, and under "Flat Irons" if they do not.

CHAPTER 2

BACKGROUND

Company Profile

Philips HK Ltd. is a branch of Philips Gloeilampenfabrieken. The headquarters is located in Holland. Philips HK Ltd. is responsible for marketing Philips products in Hong Kong. It has several divisions, and one of them is the CONSUMER PRODUCTS DIVISION. This division is divided into four product group subdivisions, namely, Large Electrical Appliances; Small Electrical Appliances; Audio; and Video. The steam iron is one of the products marketed by the Small Electrical Appliances Sub-division.

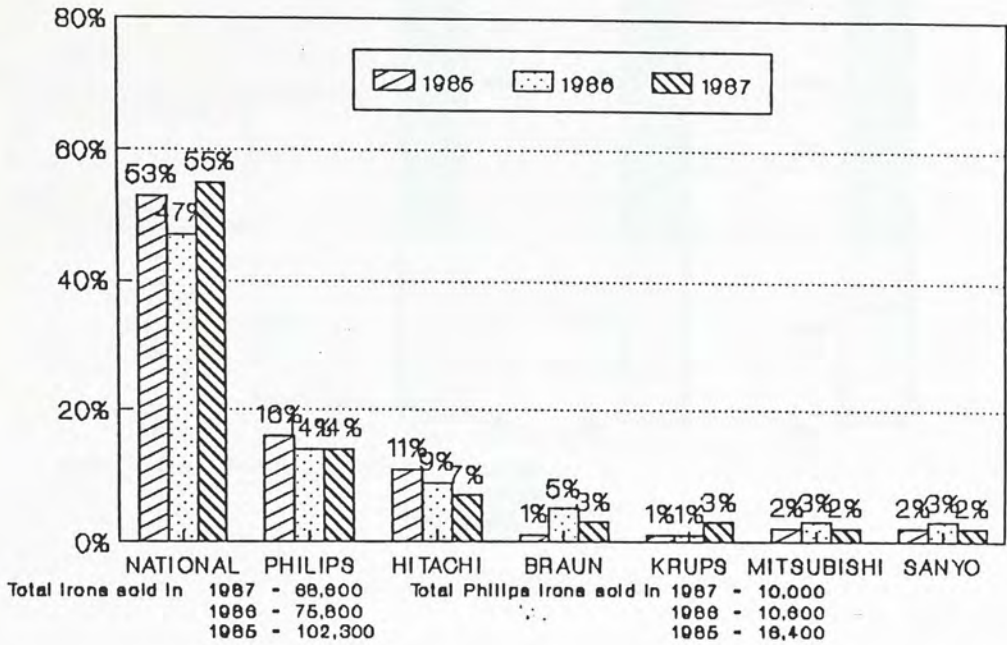
Philips is one of the most active Western home appliances marketers in Hong Kong. Its Consumer Products Division markets a very wide range of products, and all marketing activities in Hong Kong are arranged and organized by the division, which is seldom the case with other Western or even Japanese brands.

Market Profile

The information presented in this section is from a survey conducted by SRH in 1987, and an interview with a senior marketing executive of Philips HK.

Chart 2.2.1

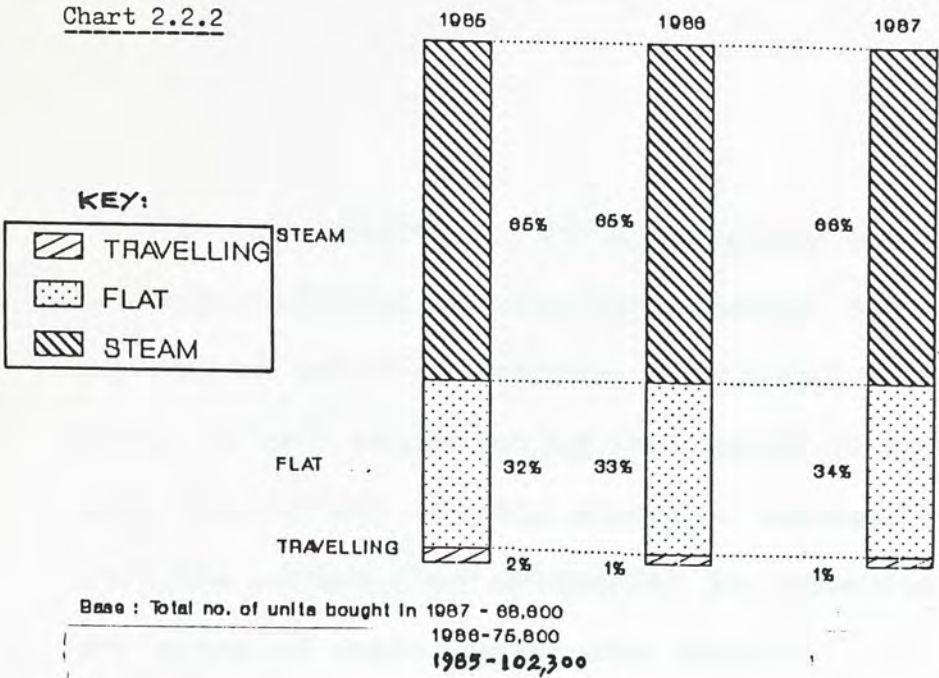
IRON MARKET: BRAND SHARE OF PHILIPS
& OTHER MAIN BRANDS BY YEAR OF
PURCHASE OF IRON (1985,1986,1987)



Type of Iron Sold in 1985, 1986, 1987

4

Chart 2.2.2



TYPES OF IRON SOLD IN 1987

Table 2.2.3

	Total %	TYPE	
		Steam %	Flat %
National	55	60	46
Philips	14	11	21
Hitachi	7	6	10
Braun	3	3	3
Krups	3	3	2
Mitsubishi	2	1	3
Sanyo	2	2	2
Others (each less than 2%)			
Base : Total no. of unit(s) bought in 1987 ('000)	69	46	23

In the interview with a marketing executive of Philips HK., he suggested that the aggregate market demand put forward by SRH may be an under-estimation. The total market demand for steam irons in 1987 estimated by Philips HK is approximately 65% higher than that of SRH (69,000 units) . However, although they believe that the market size estimation is incorrect, they trust that the estimates of market share are valid.

Moreover, at present, as the Philips marketing executive pointed out, the potential market for domestic smoothing irons is only growing at a very slow rate, about 3% per year and the household penetration is 88%, which is likely to remain unchanged in the coming few years. Out of the present domestic smoothing irons being used, more people are using flat (dry) irons than steam irons. However, more new buyers are now choosing steam irons instead of flat irons (66% versus 34%, as revealed by SRH).

With regard to competition, there are no aggressive new competitors entering the steam iron market. Philips HK thus believes that in the foreseeable one or two years, if it wants to increase the sales performance, the main barrier is still from National; since the market is not expanding much, if sales are to be increased drastically, Philips has to capture market share from National.

Product Profile

In January 1989, Philips HK introduced four newly-designed steam irons to replace its five old models. This is a worldwide strategy. The new series of products are similar to the old models in color and shape but with some new features added, such as a cord winder* and a self-cleaning device. For details about the product features and external designs, please refer to Appendix 1.

* A cord winder is an attached device for the user to coil round the cord at the rear end of an iron after use.

CHAPTER 3

LITERATURE REVIEW






















































Steam irons

In the April 1985 edition of CHOICE magazine, a test report on steam irons conducted by the Consumer Council was published. This product testing report concluded that Japanese steam irons did not possess significant quality superiority over the products marketed under Western brand names, and, specifically, that National was not the best in quality. In comparison with other Western products on the 24 attributes listed in the report, it could, at most, be regarded as marginally excelling Philips, but on the whole, not as good as Rowenta and Krups. (Both Rowenta's & Krups' steam irons are manufactured in West Germany.) Since the retail prices of Philips products are lower than the comparable products of National, and in fact, National is higher in price than most of the other brands, it appears manifest that the dominance by National in the steam iron market is not attributable to its quality or -- obviously -- its price.

Since the test cited was conducted in 1985, we understand that it may not reflect the present product situation. Therefore, in our research, we have incorporated a trial-and-use test for experienced steam-iron users to find out the strengths and weaknesses of National and Philips products.

COMPARATIVE TEST RESULTS ON STEAM IRONS

15/4/1985
(Test Report)

BRAND	MODEL	CLAIMED COUNTRY OF ORIGIN	RETAIL PRICE (HK\$)	RATED POWER on NAME PLATE (Watt)	ACTUAL POWER INPUT(Watt)	PERFORMANCE (2)						EASE OF USE (2)										SAFETY TEST RESULTS	TYPE OF PLUG				
						TEMPERATURE DISTRIBUTION	INITIAL TEMPERATURE OVERSWING	APPROXIMATE WAITING TIME (min)	FLUTUATION of SOLEPLATE TEMPERATURE	STEAM POWER	SPRAY POWER	RESISTANCE to SCRATCH	NON-STICK COATING on SOLE PLATE	WEIGHT without WATER	CORD LENGTH (m)	ENTRY of FLEXIBLE CORD	EASE of MANIPULATING CONTROLS	INDICATOR LAMP	TYPE of WATER RESERVOIR	CAPACITY of RESERVOIR (ml)	EASE of FILLING and EMPTYING RESERVOIR			FUNCTION of SELF-CLEANING	DETACHABLE SOLE-PLATE to EASE CLEANING	LANGUAGES USED in USER'S MANUAL	ACCESSORIES
ALC	DR203T	V. Germany	263	1000	760	00	0000	1	000	000	0000	0000	0000	1.1	1.78		00	*	T	223	00	-	Yes	English	-		
BRUNN	2000 PVA	Spain	206	1000	860	00	000	1	000	000	0000	00000	-	1.2	1.87		00000	-	0	230	0	00	-	English			
CALOR	Pressing Plus 20	France	195	1200	955	000	000	11	000	000	000000	000000		1.5	1.92		000000	*	V	200	00	-	-	English			
PORTLESS	FIS-7500C	Japan	219	1200	935	000	00	2	000	00	-	00		1.3	1.95		00000	*	DT	178	000	-	Yes	Chinese & English			
O.T.	FJ107PH	Singapore	269	1000	795	0000	0000	11	000000	0	0	00000	-	1.2	1.63		00000	-	0	200	00	000	-	English	-		
ETACHE	EIS-7500C	Japan	208	1200	935	0000	00	21	0000	00	-	00		1.3	1.95		00000	*	DT	178	000	-	Yes	Chinese & English			
KNIPS	BE1000	V. Germany	245	1000	800	000	0	21	000	000000	000000	000000	-	1.5	1.80		000	*	DT	220	000	-	-	English			
MITSUBISHI	AF720	Japan	198	1100	880	000	00	11	0	000	-	0000		1.1	2.00		00000	*	0	200	00	-	-	English	-		
MOLINEX	VARIOLET 5	France	209	1200	920	0000	000	2	000	0000	0000	0000	-	1.3	2.30		000	*	V	240	00	000	-	English			
NATIONAL	MT-7201	Japan	265	1100	880	00	0	2	00	000	0000	0000		1.4	2.00		000	*	DW	150	000	00	-	Chinese & English			
PHILIPS	HD-1441	Singapore	218	1100	770	000000	00	4	000000	000	000	00000		1.2	1.90		000	*	T	180	00	-	-	English			
ROBERTA	DA21	V. Germany	195	1000/1200	735	0	000000	1	000000	000000	00000	00	-	1.3	2.30		000	*	DT	215	000	-	-	English	-		
SAITO	AI900C	Japan	198	1000	970	0000	00	21	000	00	-	00		1.2	1.60		000	*	DT	200	000	-	Yes	English	-		
TAOSHITA	TA103ST	Japan	205	800	670	0000	0000	2	0000	00	-	0		1.3	2.00		000	*	DT	160	000	-	Yes	English	-		

NOTES:



= satisfactory



= without this feature

(1) Actual purchase price of samples during October, 1984. Price variation may be found in different outlets.

(2) ○ The more dots the better performance, maximum 5 dots.

(3)



= with non-stick coating

(4)



middle, fixed



riddle, forward or backward



left or right

(5)



= indicator lamp functions properly

(6)

D = detachable water tank

G = glass tube gauge for water level

T = transparent water tank

W = transparent window on tank

(7)



= beaker

p = flush pump

t = tools for cleaning sole-plate

(8)



= continental plug, with earth connector, will only be earthed when fitted into continental socket. To use iron in Hong Kong, need to replace plug with a three pin plug.



= three pin plug with earth connector.



= two pin plug without earth connector (2-core flex)

Brand & Country-of-Origin Perception

From the product testing results on steam irons reported in CHOICE magazine, we concluded -- as noted -- that National's dominance may not be due to its product superiority and it is certainly not due to its price. Since there is not much advertising or promotion specifically conducted on steam irons by National or Philips, we therefore, hypothesize that the wide difference in market share is due to brand perception and/or country-of-origin perception.

In order to provide the steam irons for the local market at a lower price, Philips HK manufactures its irons in Singapore instead of in Europe. This may complicate the consumer perception towards its products. Both empirical observations and experiments indicate that country-of-origin has a considerable influence on the quality perception of products. (Ralph Gaedeke, 1973; Warren J. Bilkey et al., 1982; Philippe Cattin et al., 1982; Akira Nagashima, 1977; Chan, Sau-Mui, 1984) However, all these research studies, except the one conducted by Chan, were not carried out in Hong Kong. The degree of importance of country-of-origin in the mind of Hong Kong consumers still awaits further investigation.

With regard to brand perception, we cannot find literature specifically comparing Philips with any other famous Japanese brand of domestic appliances. All we can find are some articles on general comparisons of images between Japanese brands and European brands. These articles are not useful for our research as these research studies on general brand perception are just measuring the country-of-origin effect rather than brand

perception effect.

Since very little research work has been conducted concerning brand and country-of-origin perception in the mind of Hong Kong domestic appliances consumers, we decided to focus our study on these two issues.

CHAPTER 4

RESEARCH OBJECTIVES

In this research, we would like to, first, get a general picture of the present steam iron market situation and customer profile in Hong Kong. Second, dig out what weaknesses, if any, in product attributes, marketing deficiencies and/or other factors such as brand perception or country-of-origin effect which may be contributing to the lower market performance of Philips steam irons relative to its main competitor -- National. Third, identify the target segment for Philips steam irons and understand the potential customers' buying behaviour as well as their demographics.

From the findings of this research, we will formulate marketing strategies to promote Philips steam irons.

In addition, this research is also designed to acquire information about consumer perception towards different brands and countries-of-origin of domestic electrical appliances. It is hoped that the information can be used as a reference for future, more in-depth studies.

CHAPTER 5

PLAN OF ATTACK

This research is divided into three stages:

Stage 1. Unstructured Interviews and Field Surveys

Stage 2. Questionnaire Survey

Stage 3. In-Home Product Test

1. Unstructured Interviews and Field Surveys

Unstructured interviews with fifteen frequent users of smoothing irons were conducted in December, 1988 to find out their opinions about different brands of steam irons, and their criteria in choosing a steam iron. In addition, their ideas about Philips steam irons were also explored. This information was used for designing the questionnaire in the second stage of this research. All the interviewees were housewives.

While these interviews were being conducted, field surveys were carried out in i). major shopping arcades such as City Plaza, New Town Plaza; ii). department stores such as Uny, Jusco, Yaohan and Wing On; iii). chain stores such as Tai Lin, Fortress and iv). small individual retail shops. The objective of these surveys was to gather information about price, country of manufacture, distribution channel, and product features of different models and brands of steam irons. The information obtained was also used in the preparation of the above-mentioned questionnaire, and ultimately also in the formulation of the marketing strategies.

2. Questionnaire Survey

This was the key part of the research. The objectives of it were to i). test respondents' knowledge and awareness of different brands of steam irons; ii). reveal any difference in characteristics about buyers and non-buyers of steam irons as well as any difference between Philips purchasers and non-Philips purchasers; iii). find out the respondents' perception of different brand names, countries-of-origin; iv). identify what criteria the respondents based their purchase decisions on in determining which brand of iron to choose; v). estimate the market expansion potential of the product; vi). identify the target segments; and vii). find out the strengths and weaknesses of Philips and National products.

The questionnaire is divided into two parts. Section A was completed by the maker of the buying decision for steam irons in the household and Section B was filled in by the main steam-iron user (if any) in the family. Section B was to be completed by the users, since the purpose of this section was to gather information about the strengths and weaknesses of different brands of steam irons, and it is, obviously, the frequent users who are most able to give the comments.

(Although the maker of the buying decision and the most frequent user may not be the same person, only the buyers' demographic data were asked for in the questionnaire since we are most interested in the buying decision.)

The unit of analysis was the household. The sampling method was convenience sampling. Altogether, 300 questionnaires were distributed in February, 1989 and 230 were returned by March.

The households were sampled through personal connection of the researchers and their friends and relatives.

Please refer to Appendix 2 and Appendix 3 for the Chinese and English versions of the questionnaire. All the questionnaires distributed in this research were in Chinese.

3. In-home Product Test

This product test was carried out in March after the questionnaire survey. It was in the form of a trial of two brands of steam irons -- National and Philips. Following this, the users' opinions about product design, product performance, product values, etc., were asked for. Totally, ten subjects did the test. The testers were frequent users of steam irons, all but one aged 28 to 32 (the other was 60 years old) and four of them were housewives. The aims of this product test are to i). explore consumers' attitudes towards the steam irons of Philips & National after hands-on experience of both products; ii). sort out the strengths and weaknesses of Philips steam irons as compared to those of National; and iii). generate ideas for product development and promotion of Philips steam irons.

After conducting all three stages, the data were analysed and the information was used for formulating a marketing plan to improve the market share of Philips steam iron in 1990.

CHAPTER 6

RESEARCH FINDINGS & INTERPRETATIONS

Unstructured Interviews

In December 1988, fifteen frequent users of smoothing irons from different households were interviewed. Among them, most perceived National as the best iron manufacturer and Philips the second. This perception was generally reflected in their iron-buying pattern. (While ten of their smoothing irons were from National, only three were from Philips.) Besides the two brands, they were generally not aware of other iron manufacturers.

In selecting their irons, they usually considered the brand name and country-of-origin as the two most important factors. Most of them preferred products of Japanese brand names and the same country of origin. As a second choice, the majority would choose a European brand product actually made in Europe. In the mind of the interviewees, the name 'Europe' was somehow synonymous with 'West Germany'. For those products manufactured in Asia, they usually considered their quality a bit inferior. Besides, the perceived image of products made in the four "Little Dragons" -- Hong Kong, South Korea, Singapore, Taiwan, were far better than those products from China.

Apart from the 'made-by' and 'made-in' criteria, most interviewees also selected their smoothing irons based on the consideration of product design (color, physical appearance and handiness to use); functions provided, perceived quality impression (safety, durability and smoothing effect) as well as price. However, since a relatively small amount of money is

involved in the purchase of smoothing irons and it is unlikely that the iron would need repair within the guaranteed period, the interviewees did not consider after-purchase services important.

When deciding to buy which brand of iron, the interviewees would mostly base their decision on their past experience, personal liking of the brands and word of mouth. Besides, recommendations from friends and relatives were also influential during the buying process.

Shopping for smoothing irons, they usually visited large department stores and retail chains such as Tai Lin and Fortress. Some also shopped in Mongkok where there is a concentration of household appliances retailers.

Among the interviewees, ten are now using steam irons, while five are flat iron users. When asked if they would change to steam irons in the future, three of the present flat iron users said "yes". Yet, two interviewees who had used steam irons before but found the products tended to break down easily, preferred sticking to the use of flat irons in future.

Of the two interviewees using Philips steam irons, they were generally quite satisfied with the smoothing effect of their irons. However, one of them complained that the smoothing surface of the iron was susceptible to scratching.

Field Surveys(Stage 1)

Timing:

1. First Survey in December 1988

Study Focus: Product information (for preparation of the structured questionnaire)

2. Second Survey in April 1989

Study Focus: Product distribution of Philips steam irons after introduction of new models (for use in marketing strategy consideration)

(At first, it was only planned to have one field survey, however, when we conducted our survey in December 1988, Philips new series of models were not yet launched in the market. Therefore, in order to obtain information about product distribution after introducing these new models, a second survey was carried out in April, 1989.)

Areas Surveyed:

City Plaza, New Town Plaza and Mongkok Area

(City Plaza in Taikoo Shing and New Town Plaza in Shatin are two of the largest shopping centres in Hong Kong. Mongkok is a very busy area in Hong Kong and there are a lot of electrical appliances shops located there.)

Retailers Covered:

1. Department Stores:

Local Stores: Wing On (in City Plaza and Mongkok)
Sincere (in Mongkok)

Chinese Product Companies: Chung Kiu (in Mongkok)
Chinese Merchandise Emporium
Ltd
(in Mongkok)

Japanese Stores: Uny (in City Plaza)
 Jusco (in Kornhill Plaza, adjacent to
 City Plaza)
 Yaohan (in New Town Plaza)

2. Chain Stores:

Fortress (in City Plaza, New Town Plaza and Mongkok)
 Tai Lin (in City Plaza)

3. Individual Retail Shops:

three in New Town Plaza
 five in Mongkok

Findings:

1. Products Information

a. Brands of products traded

Through the shop displays, it can be observed that different retailers adopt different merchandising policies for steam irons. Basically, they can be grouped into three categories:

i. Shops selling steam irons of mainly European brands

-- Wing On , Sincere and Tai Lin

Brands commonly sold:

- National (Japanese brand name and product)
- Philips (European brand name and Singaporean product)
- Braun, Moulinex and Rowenta
 (European brand names and products)

Although majority of steam iron they sold were European brands, they also sell National Steam irons.

ii. Shops selling a wide variety of steam irons, both European and Japanese brands

-- Uny, Jusco and Yaohan

Brands commonly sold:

- National, Hitachi, Sanyo, Toshiba
(Japanese brand names and products)
- Philips
(European brand name and Singaporean product)
- Rowenta and Braun
(European brand names and products)

iii. Shops selling only two or three brands.

- Chung Kiu, Chinese Merchandise Emporium Ltd and small retailers

Brands commonly sold:

- National and Hitachi
(Japanese brand names and products)
- Philips
(European brand name and Singaporean product)

b. Price

In the field survey, it was found that the market prices for steam irons were usually within the range of HK\$200-HK\$400 each. Only some irons with special safety devices were priced over HK\$400. Generally speaking, the price differentials of different steam irons were based on the number of functions offered, and were not so much subject to arbitrary pricing.

c. Product Design

There were general differences between the steam irons of European and Japanese brands in the following four aspects:

i. Detachable Water Tank

The Japanese brands, like National and Hitachi offered two different types of steam irons for consumers to choose from. One is with a detachable water tank and the other with a built-in undetachable water container. However, most

European brands only provided the traditional steam irons with their water containers undetachable from the body of the iron.

ii. Plug

Many European brands such as Braun and Moulinex were still using two-pin plugs which make their steam irons not fully electric shock-proof. On the other hand, the plugs of Japanese steam irons were three-pin, and, therefore, comparatively safer.

iii. Color

While most of the European steam irons were white in color, Japanese manufacturers produced their steam irons in a variety of colors for the customers to choose among.

iv. Size

Usually, European steam irons were larger in size than the Japanese products and thus, give an impression of being not so handy to use.

2. Stocking of Philips New Models by Retailers

a. Distribution

It was found that the new Philips models were well accepted by the retailers. In large department stores and chain stores, usually, a full range of the four new models (Comfort 100, Comfort 200, Comfort 300, Comfort 400) were displayed. In individual retail shops, one to two new models were also shown. The models usually found in these shops were Comfort 200

and Comfort 300.

b. Shelf Position

The shelf positions of Philips steam irons in the retail outlets were good compared with most other brands. However, if compared with National, they were often less satisfactory. This situation was very evident in Uny and Wing On which are among the most popular department stores in Hong Kong.

Questionnaire Survey (Stage 2)

Market Situation

a. Market Share

In our study, 58% of the respondents are using steam irons. Among them, nearly 67% are National users while only 8% are using Philips (Table 6.1.1.).

The shares of users of Philips, Hitachi and Braun were all quite close: 8.4%, 8.4% and 6.9% (Table 6.1.1.).

b. Market Potential

We found that, most people (66%) have owned their present irons for more than three years (Table 6.1.2.). Since the life of service for a steam iron is about four years while for a flat iron is about eight years (estimated by a marketing executive of Philips), we have good reason to believe that over 30% of the iron-using households will buy new irons in the coming two years to replace the old ones. In 1987, there were about 1,450,000 households in Hong Kong. If we assume there are 1,500,000 households in Hong Kong in 1989, 30% of them are going to replace their irons and 76% will choose steam irons (Table 6.1.3), the total demand of steam irons will be over 340,000 in the coming two years.

c. Market Trend

Compared with National and Hitachi, the European brand names, i.e. Philips and Braun, seem to enjoy increasing popularity in the recent years. Most of the respondents' Philips and Braun steam irons were bought lately (over 50% in the past two years). Yet, only about 36% of National or Hitachi models

were purchased within the previous two years (Table 6.1.4.)

Table 6.1.1

Iron Market: Share of Users*

Brand	Steam-iron		Flat-iron		Total	
National	88	67.2%	50	53.2%	138	61.3%
Philips	11	8.4%	22	23.4%	33	14.7%
Hitachi	11	8.4%	2	2.1%	13	5.8%
Braun	9	6.9%	0	0.0%	9	4.0%
Others	8	6.1%	9	9.6%	17	7.6%
None Given	4	3.1%	11	11.7%	15	6.7%
Total	131	100.0%	94	100.0%	225	100.0%
By Type:	58.2%		41.8%		100.0%	

* Based on the 225 respondents (out of 230) who were able to tell us whether they use a steam iron or a flat iron.

Table 6.1.2

Years of Service of the Respondents' Present Iron

Years of Service	less than 1	1 - 2	3 - 5	6 - 10	more than 10	Not certain	Total
Frequency							
Count	19	56	106	35	10	4	230
Percentage	8.3%	24.3%	46.1%	15.2%	4.3%	1.7%	100.0%

Median number of years of service is 3.8

Table 6.1.3

Smoothing Iron Type Switching

		Present			
		Steam-iron	Flat-iron	Total	percent
Future	Steam-iron	126	46	172	76.4%
	Flat-iron	5	48	53	23.6%
	Total	131	94	225	100.0%
Percent		58.2%	41.8%	100.0%	

Table 6.1.4
Years of Service of Different Brands of Steam Irons

Years of service	Hitachi		Philips		National		Braun		Total	
2 years or less	4	36.4%	6	54.5%	32	36.8%	7	77.8%	49	41.5%
3 - 5	7	63.6%	4	36.4%	43	49.4%	2	22.2%	56	47.5%
6 years or more	0	0.0%	1	9.1%	12	13.8%	0	0.0%	13	11.0%
Total	11	100.0%	11	100.0%	87	100.0%	9	100.0%	118	100.0%

Table 6.1.5
Number of Smoothing Irons Owned by Households

Number of Irons owned	1	2	3	4 or more	Total
Frequency Count	175	48	6	0	229
Percentage	76.4%	21.0%	2.6%	0.0%	100.0%

Average number of smoothing iron owned 1.26

Table 6.1.6
Years of Service of Philips & National Smoothing Irons

Years of service	Philips		National		Total	
less than 1	3	9.1%	13	9.6%	16	9.5%
1 - 2	10	30.3%	32	23.7%	42	25.0%
3 - 5	12	36.4%	65	48.1%	77	45.8%
6 - 10	4	12.1%	24	17.8%	28	16.7%
more than 10	4	12.1%	1	0.7%	5	3.0%
Total	33	100.0%	135	100.0%	168	100.0%

Brand Familiarity

When asked about the brands of steam irons that they were most familiar with, 72% of respondents answered National, whilst about 17% said Philips. The overall familiarity percentage of the two brands are 89% and 58% respectively. Compared with National, Philips is far behind concerning customers' familiarity. Yet, it is much more well-known than Hitachi and Braun. The overall familiarity percentage of the latter two brands are 33% and 11% respectively (Table 6.2.1.)

Looking at the steam iron shares of market and familiarity percentage for National, Philips and Braun, we see:

	(a) Share of Market (%)	(b) Familiar Percentage	(c)= <u>(a/b)x100%</u>
National	67	89	75%
Philips	8	53	15%*
Braun	7	11	64%

Thus, it is apparent that Philips, has almost unlimited potential in converting its familiarity into Braun share, by more aggressive marketing.

Table 6.2.1
Brand Familiarity

Brand name	Familiar but not			Total	Familiarity %
	Most Familiar	most familiar			
National	160	72.4%	44	204	88.7%
Philips	37	16.7%	97	134	58.3%
Hitachi	11	5.0%	65	76	33.0%
Braun	5	2.3%	21	26	11.3%
Others	8	3.6%	29	37	16.1%
Total	221	100.0%	256	477	

Product Information Sources

The most important factors influencing the choice of steam irons among our respondents are past experience (34%), recommendations from friends and relatives (23%), sales promotion activities (14%) and recommendations from consumers' magazines such as Choice (12%) (Table 6.3.1). None of them can be improved in a short period of time or controlled, except sales promotion. Besides, about 70% of buying decisions are based on word of mouth.

With regard to the source of information (Table 6.3.2), most of the respondents obtained it from retail shop displays (49%) and TV ads (47%). This proves the importance of distributors in passing on the product information and the power of TV advertising. Actually, the steam iron marketers in recent years have not advertised their products on their own in TV. However, due to corporate advertising of the brand names as a whole, the marketers are able to increase the awareness of their steam irons as well.

From the survey, we also found that steam iron marketers had not developed sufficient channels to deliver their product information to the consumers. We can see that there was an under-utilisation of catalogs (8%) and poster advertisements (6%).

Table 6.3.1

Factors Affecting Choice of Smoothing Irons

Influencing factors	Regarded as			Total
	Regarded as Major factor	Important factor but not major		
Past experiences	75	33.6%	80	155
Recommendations from friends & relatives	51	22.9%	70	121
Consumers' magazines such as Choice	26	11.7%	77	103
Sales promotion activities	30	13.5%	65	95
Product external appearance	13	5.8%	66	79
Salespeoples' recommendations	13	5.8%	38	51
Others	15	6.7%	13	28
Total	223	100.0%	409	632

Table 6.3.2

Sources of Information about Different Brands of Smoothing Irons

Information Media	Frequency Count	Percentage
Retail shop displays	113	49.1%
TV advertisements	109	47.4%
Friends & relatives	80	34.8%
Newspapers & magazines	75	32.6%
Showroom display	73	31.7%
Choice	66	28.7%
Sales promotion	59	25.7%
Retailers' information	47	20.4%
Product catalog/promotion leaflets	18	7.8%
Poster advertisements	13	5.7%
Others	4	1.7%
Total	657	

Important Criteria in Choosing Steam Iron

In line with the findings in the unstructured interviews, most respondents regarded the basic functions, smoothing surface coating and ease of operation, as the most important attributes of steam irons (Table 6.4.1.).

However, contrary to the former interviews, the physical appearance of the product was not considered important. It may be that when the consumers get more knowledge about the functions of different brands of steam irons, the appearance and color of the products become much less important in influencing the purchase decision.

In our unstructured interviews, country of origin and brand name appeared to come before other factors during product evaluation. Nevertheless, when the respondents were asked to rate the importance of different attributes in our structured questionnaire, the scores of the two factors were only average in value. Yet, the importance of the two factors cannot be understated because from other parts of the questionnaire survey, we found that there exist significant effects of the 'made-in' and 'made-by' perception on other product attributes.

In addition, our respondents seem to pay less attention to safety as compared with functions. They do not care very much whether the plug of the steam iron is three-pinned or not. Moreover, respondents regarded an easily understood operating manual as not a very important criterion for choosing a smoothing iron, and they considered a Chinese operating manual even less important. Since over half of our sample in the survey had received tertiary education, it is easy to understand why they do

not think Chinese operating manual is important.

Table 6.4.1

Important Criteria in Choosing Smoothing Irons

Criteria	Mean [†]	Std. Dev
Smoothing surface coating	6.20	1.04
Ease of operation	6.08	1.07
Easy to hold	5.92	1.13
Ease of temperature adjustment	5.77	1.20
Variety of Temperature for selection	5.75	1.14
No heating surface except the smoothing plate	5.57	1.43
Lightness	5.55	1.52
Price	5.54	1.46
Country of Origin	5.48	1.33
Automatic thermal cutoff	5.46	1.45
Easily understood operating manual	5.39	1.65
Brand-name	5.32	1.18
Detachable water tank	5.25	1.49
Automatic steam-hole cleaning	5.21	1.49
Automatic sprinkling button	5.11	1.44
Physical appearance	4.94	1.35
3-pin plug	4.78	1.84
Chinese operating manual	4.37	1.91
A stand for resting the iron	4.20	1.62
Color	4.00	1.65

[†] Scale from 1 (=definitely unimportant) to 7 (=definitely important)

Brand Perception

In the structured questionnaire, Q.9 was designed to learn about the brand perception of the respondents. They were asked to rate different aspects (product external design, quality performance and value for money) of the present four most popular brands of steam irons in Hong Kong i.e. National, Philips, Hitachi and Braun (Table 6.5.3 - 6.5.5).

After conducting Analysis of Variance (ANOVA) on the data (Table 6.5.1), it was found that there exist significant differences in brand perceptions of different brands among all tested attributes at the 95% confidence level^{*}. In addition, the perception of quality and performance of different brands of steam irons was highly correlated with the overall brand perception of the corresponding brand's electrical appliances (Table 6.5.2). According to the rankings, the best-perceived brand is National; second is Philips; while Hitachi and Braun are perceived as having similar level of performance to each other.

As noted, perception of steam irons of different brands were asked for on the attributes of external design, quality and performance, value for money; as well as intention to buy. Looking at these again, but in greater detail, we find the following:

a. External Design (Table 6.5.3 and Table 6.5.7)

While National is predominantly viewed as the best, the remaining ranking is not clear. Although the mean score of Braun

* Furthermore, when "translated" into buying intention, there were also sharp differences (Tables 6.5.2 and 6.5.6).

is the highest among the rest, it is not statistically different from the score of Philips and Hitachi at the 95% confidence level (Table 6.5.7).

b. Quality and Performance (Table 6.5.4 and Table 6.5.8)

National is again perceived as the best, and is significantly better than the other three brands at the 95% confidence level. Second is Philips. However, there is no significant difference between Philips and Braun at the 95% confidence level. Yet, Philips is significantly better than Hitachi.

c. Value for Money (Table 6.5.5 and Table 6.5.9)

National is once again regarded as the best brand on this attribute. Nonetheless, this time its position is challenged by Hitachi. Referring to Table 6.5.9, the difference between their mean scores is not statistically significant at the 95% confidence level. Similarly, although the score of Hitachi is higher than Philips, the difference is not statistically significant. Yet, Braun is viewed as of poorer value for money when compared with the other three brands.

d. Intention to Buy (Table 6.5.6 and Table 6.5.10)

National is the overwhelming winner. The laggards in descending order are Philips, Hitachi and Braun.

Table 6.5.1
ANOVA on Perception by Attributes: Do brands' score differ from one another?

Attribute	F-statistic
Quality & Performance	8.32**
Value for Money	5.57**
Product external design	3.35*
Buying Intention	43.73**
Critical value for : p=0.05 is 2.60 p=0.01 is 3.78	

* significant at 95% confidence
** significant at 99% confidence

Table 6.5.2
Perception Scores of the Brands' Electrical Appliances as a Whole

Brand name	Mean†	Std.Dev
National	8.00	1.30
Philips	7.53	1.44
Hitachi	7.30	1.48
Braun	7.30	1.89
Mitsubishi	6.66	1.51
Sanyo	5.54	1.64
Krups	5.46	2.12

F-statistic is 54.10**

Critical F-value at p=0.01 is 2.80

** indicates significance at 99% confidence.

† Based on a scale from 1 (=very poor) to 10 (=excellent)

Table 6.5.3

Brand Perception Score --- Product External Design

Brand name	Mean [†]	S.D.	Number of Not certain	Percentage of Not certain
National	7.23	1.65	57	24.8%
Braun	7.00	1.99	167	72.6%
Philips	6.79	1.70	90	39.1%
Hitachi	6.59	1.54	140	60.9%
Total	6.94	1.69		

Table 6.5.4

Brand Perception Score --- Quality & Performance

Brand name	Mean [†]	S.D.	Number of Not certain	Percentage of Not certain
National	7.58	1.54	60	26.1%
Philips	7.12	1.59	117	50.9%
Braun	6.87	1.88	191	83.0%
Hitachi	6.57	1.41	151	65.7%
Total	7.18	1.57		

Table 6.5.5

Brand Perception Score --- Value for Money

Brand name	Mean [†]	S.D.	Number of Not certain	Percentage of Not certain
National	7.23	1.70	76	33.0%
Hitachi	6.84	1.47	145	63.0%
Philips	6.65	1.63	117	50.9%
Braun	6.22	1.77	185	80.4%
Total	6.87	1.64		

† Based on a scale from 1 (= very poor) to 10 (= excellent)

Table 6.5.6
Brand Perception Score --- Buying Intention

Brand name	Mean [†]	S.D.	Number of Not certain	Percentage of Not certain
National	7.94	1.81	42	18.3%
Philips	6.71	2.14	55	23.9%
Hitachi	6.09	2.33	74	32.2%
Braun	5.10	2.86	100	43.5%
Total	6.59	2.26		

† Based on a scale from 1 (= very poor) to 10 (= excellent)

Table 6.5.7
t-Test on Brand Perception for Product External Design

t-values ^(†)				
Brand name	Hitachi	Philips	National	Braun
Hitachi		0.86	2.90**	1.48
Philips	-0.86		2.29*	0.84
National	-2.90**	-2.29*		-0.91
Braun	-1.48	-0.84	0.91	

Table 6.5.8
t-Test on Brand Perception for Quality & Performance

t-values ^(†)				
Brand name	Hitachi	Philips	National	Braun
Hitachi		2.38*	4.75**	0.99
Philips	-2.38*		2.46*	-0.84
National	-4.75**	-2.46*		-2.56*
Braun	-0.99	0.84	2.56*	

(†) For Table 6.5.7 - 6.5.10, positive values in the table indicate that the brand listed at the top of the column is better than the brand listed at the side of the row. Similarly, negative values indicate that the brand listed at the side of the row is better than the brand listed at the top of the column.

For example, in Table 6.5.7, Hitachi is regarded as worse than Philips (score of -0.86); National is regarded as better than Hitachi (score of 2.90)

Critical t-value at: p=0.05 is 1.96
 p=0.01 is 2.58

* indicates significant at 95% confidence.
** indicates significant at 99% confidence.

Table 6.5.9
t-Test on Brand Perception for Value for Money

t-values (†)				
Brand name	Hitachi	Philips	National	Braun
Hitachi		-0.80	1.80	-2.03*
Philips	0.80		2.89**	-1.46
National	-1.80	-2.89**		-3.64**
Braun	2.03*	1.46	3.64**	

Table 6.5.10
t-Test on Brand Perception for Buying Intention

t-values (†)				
Brand name	Hitachi	Philips	National	Braun
Hitachi		2.51*	7.54**	-3.68**
Philips	-2.51*		5.14**	-6.16**
National	-7.54**	-5.14**		-10.99**
Braun	3.68**	6.16**	10.99**	

(†) For Table 6.5.7 - 6.5.10, positive values in the table indicate that the brand listed at the top of the column is better than the brand listed at the side of the row. Similarly, negative values indicate that the brand listed at the side of the row is better than the brand listed at the top of the column.

For example, in Table 6.5.7, Hitachi is regarded as worse than Philips (score of -0.86); National is regarded as better than Hitachi (score of 2.90)

Critical t-value at: p=0.05 is 1.96
 p=0.01 is 2.58

* indicates significant at 95% confidence.
** indicates significant at 99% confidence.

Table 6.5.11
t-test on Overall Brand Perception

t-values (†)							
Brand-name	Braun	Sanyo	National	Mitsubishi	Krups	Philips	Hitachi
Braun		-9.09**	3.66**	-3.25**	-6.42**	1.18	0.00
Sanyo	9.09**		15.45**	6.71**	-0.30	12.42**	10.94**
National	-3.66**	-15.45**		-8.21**	-9.58**	-3.03**	-4.46**
Mitsubishi	3.25**	-6.71**	8.21**		-4.46**	5.29**	3.88**
Krups	6.42**	0.30	9.58**	4.46**		7.79**	6.92**
Philips	-1.18	-12.42**	3.03**	-5.29**	-7.79**		-1.44
Hitachi	0.00	-10.94**	4.46**	-3.88**	-6.92**	1.44	

(†)Positive values in the table indicate that the brand listed at the top of the column is better than the brand listed at the side of the row.
Similarly,
negative values indicate that the brand listed at the side of the row is better than the brand listed at the top of the column.

Critical t-value at: p=0.05 is 1.96
 p=0.01 is 2.58

* indicates significant at 95% confidence.
** indicates significant at 99% confidence.

Country-of-Origin Perception

Respondents' perceptions on different attributes of steam irons manufactured in six different countries (or places) were asked for in Q.10 of the structured questionnaire. Referring to Table 6.6.1, the ANOVA test shows that there exist highly significant difference at the 99% confidence level in consumers' perception towards steam irons made in the six: Japan, Germany, Holland, Hong Kong, South Korea and Singapore.

According to Table 6.6.2, respondents generally perceive the electrical appliances made by West Germany and Japan to be the best (with West German products slightly better than Japanese). Electrical appliances made in Holland are ranked third, far behind Japan and West Germany. Those from Hong Kong, South Korea, Singapore and Taiwan, are perceived as relatively inferior.

The above overall perception pattern is generally reflected in the consumer attitude towards different country-of-origin of steam irons in terms of the product attributes listed below:

a. External Design (Table 6.6.3 & Table 6.6.7)

The mean scores of the first class manufacturing countries -- Japan and West Germany -- are much higher than the other four. Japan is the best, significantly better than West Germany at the 99% confidence level. (Table 6.6.3)

The designs of Holland are perceived as significantly better than the those of the three "Little Dragons" (Hong Kong, South Korea and Singapore) at the 95% confidence level. Among the three Little Dragons, the design of Hong Kong steam irons is perceived as the best.

b. Quality and Performance (Table 6.6.4 & Table 6.6.8)

West Germany is rated first, Japan second. The difference is not significant at the 95% confidence level. (Table 6.6.8) As for Holland, its mean score is much higher than the scores of the three Little Dragons. Among the three Little Dragons, there are no significant differences at the 95% confidence level.

c. Value for Money (Table 6.6.5 & Table 6.6.9)

In terms of value for money, Japanese steam irons are viewed as the best, significantly better (99% confidence level) than those of West Germany, which is second. On the other hand, Hong Kong and South Korea are ranked equally with Holland. Singapore is the most poorly-perceived one.

d. Intention to Buy (Table 6.6.6 & Table 6.6.10)

Steam irons made in Japan are the most popular, significantly greater than West Germany, which is second, at the 99% confidence level. The others are all losing. Singapore is at the bottom.

Table 6.6.1

ANOVA on Country of Origin Perception for each attribute

Attribute	F-statistic
Quality & Performance	73.60**
Product external design	66.82**
Value for Money	8.10**
Buying Intention	122.88**
Critical value for : p=0.05 is 2.60	
p=0.01 is 3.78	

* significant at 95% confidence

** significant at 99% confidence

Table 6.6.2

Overall Country of Origin Perception Score

Country of Origin	Mean [†]	Std. Dev
W.Germany	8.25	1.18
Japan	8.18	1.27
U.S.A.	7.35	1.43
England	6.76	1.53
Holland	6.63	1.62
France	6.46	1.59
Hong Kong	5.79	1.69
S.Korea	5.25	1.78
Singapore	5.23	1.71
Taiwan	4.42	1.75

F-statistics is 124.08**

Critical F-Value at p=0.01 is 2.41

** indicates significant at 99% confidence level.

[†] Based on a scale from 1 (=very poor) to 10 (=excellent)

Table 6.6.3
Country of Origin Perception Score --- Product External Design

Country of Origin	Mean†	S.D.	Number of Not certain	Percentage of Not certain
Japan	8.14	1.28	40	17.4%
W. Germany	7.63	1.52	77	33.5%
Holland	6.51	1.84	154	67.0%
Hong Kong	5.99	1.79	111	48.3%
S. Korea	5.42	1.75	137	59.6%
Singapore	5.32	1.86	154	67.0%
Total	6.83	1.62		

Table 6.6.4
Country of Origin Perception Score --- Quality & Performance

Country of Origin	Mean†	S.D.	Number of Not certain	Percentage of Not certain
W. Germany	8.07	1.41	87	37.8%
Japan	7.94	1.19	44	19.1%
Holland	6.86	1.64	158	68.7%
Hong Kong	5.77	1.64	121	52.6%
S. Korea	5.55	1.71	148	64.3%
Singapore	5.55	1.69	157	68.3%
Total	6.94	1.49		

† Based on a scale from 1 (= very poor) to 10 (= excellent)

Table 6.6.5
Country of Origin Perception Score --- Value for Money

Country of Origin	Mean [†]	S.D.	Number of Not certain	Percentage of Not certain
Japan	7.33	1.54	55	23.9%
W. Germany	6.78	1.81	95	41.3%
Hong Kong	6.52	1.94	128	55.7%
S. Korea	6.43	1.70	149	64.8%
Holland	6.41	1.63	159	69.1%
Singapore	5.98	1.68	165	71.7%
Total	6.72	1.71		

Table 6.6.6
Country of Origin Perception Score --- Buying Intention

Country of Origin	Mean [†]	S.D.	Number of Not certain	Percentage of Not certain
Japan	8.44	1.47	20	8.7%
W. Germany	7.19	2.19	39	17.0%
Holland	5.07	2.78	95	41.3%
Hong Kong	4.62	2.55	74	32.2%
S. Korea	4.06	2.27	90	39.1%
Singapore	3.79	2.25	98	42.6%
Total	5.83	2.24		

† Based on a scale from 1 (= very poor) to 10 (= excellent)

Table 6.6.7
t-Test on Country of Origin for Product External Design

t-values ^(†)						
Country of Origin	W.Germany	Singapore	Japan	S.Korea	Holland	Hong Kong
W.Germany		-10.18**	2.93**	-10.38**	-4.91**	-8.27**
Singapore	10.18**		12.87**	0.41	4.56**	2.84**
Japan	-2.93**	-12.87**		-13.29**	-7.42**	-11.37**
S.Korea	10.38**	-0.41	13.29**		4.37**	2.55*
Holland	4.91**	-4.56**	7.42**	-4.37**		-2.19*
Hong Kong	8.27**	-2.84**	11.37**	-2.55*	2.19*	

Table 6.6.8
t-Test on Country of Origin for Quality & Performance

t-values ^(†)						
Country of Origin	W.Germany	Singapore	Japan	S.Korea	Holland	Hong Kong
W.Germany		-11.76**	-0.78	-12.20**	-5.61**	-12.12**
Singapore	11.76**		11.62**	0.00	5.30**	0.99
Japan	0.78	-11.62**		-12.10**	-5.22**	-12.06**
S.Korea	12.20**	0.00	12.10**		5.45**	1.02
Holland	5.61**	-5.30**	5.22**	-5.45**		-4.81**
Hong Kong	12.12**	-0.99	12.06**	-1.02	4.81**	

(†) Positive values in the table indicate that the place listed at the top of the column is better than the place listed at the side of the row. Similarly, negative values indicate that the place listed at the side of the row is better than the place listed at the top of the column.

Critical t-value at: p=0.05 is 1.96
 p=0.01 is 2.58

* indicates significant at 95% confidence.
** indicates significant at 99% confidence.

Table 6.6.9

t-Test on Country of Origin for Value for Money

t-values (†)

Country of Origin	W.Germany	Singapore	Japan	S.Korea	Holland	Hong Kong
W.Germany		-3.07**	2.82**	-1.44	-1.47	-1.15
Singapore	3.07**		5.42**	1.57	1.44	1.97*
Japan	-2.82**	-5.42**		-3.91**	-3.83**	-3.81**
S.Korea	1.44	-1.57	3.91**		-0.08	0.34
Holland	1.47	-1.44	3.83**	0.08		0.42
Hong Kong	1.15	-1.97*	3.81**	-0.34	-0.42	

Table 6.6.10

t-Test on Country of Origin for Buying Intention

t-values (†)

Country of Origin	W.Germany	Singapore	Japan	S.Korea	Holland	Hong Kong
W.Germany		-13.43**	5.59**	-12.56**	-8.41**	-10.64**
Singapore	13.43**		18.72**	1.02	4.70**	3.15**
Japan	-5.59**	-18.72**		-17.92**	-13.64**	-16.14**
S.Korea	12.56**	-1.02	17.92**		3.74**	2.14*
Holland	8.41**	-4.70**	13.64**	-3.74**		-1.72
Hong Kong	10.64**	-3.15**	16.14**	-2.14*	1.72	

(†) Positive values in the table indicate that the place listed at the top of the column is better than the place listed at the side of the row.

Similarly,

negative values indicate that the place listed at the side of the row is better than the place listed at the top of the column.

Critical t-value at: $p=0.05$ is 1.96

$p=0.01$ is 2.58

* indicates significant at 95% confidence.

** indicates significant at 99% confidence.

Table 6.6.11

t-test on Overall Country of Origin Perception

(†)
t-values

Country of Origin	Taiwan	England	W.Germany	U.S.A.	Singapore	Holland	France	Japan	Hong Kong	S.Korea
Taiwan		13.80**	23.97**	17.51**	4.62**	12.43**	10.87**	23.65**	8.31**	4.77**
England	-13.80**		9.29**	3.52**	-8.58**	-0.72	-1.57	8.89**	-5.80**	-8.67**
W.Germany	-23.97**	-9.29**		-5.69**	-17.93**	-9.57**	-9.94**	-0.48	-15.72**	-18.23**
U.S.A.	-17.51**	-3.52**	5.69**		-12.05**	-4.08**	-4.75**	5.27**	-9.48**	-12.21**
Singapore	-4.62**	8.58**	17.93**	12.05**		7.52**	6.29**	17.59**	3.22**	0.06
Holland	-12.43**	0.72	9.57**	4.08**	-7.52**		-0.85	9.20**	-4.79**	-7.59**
France	-10.87**	1.57	9.94**	4.75**	-6.29**	0.85		9.59**	-3.62**	-6.33**
Japan	-23.65**	-8.89**	0.48	-5.27**	-17.59**	-9.20**	-9.59**		-15.34**	-17.88**
Hong Kong	-8.31**	5.80**	15.72**	9.48**	-3.22**	4.79**	3.62**	15.34**		-3.21**
S.Korea	-4.77**	8.67**	18.23**	12.21**	-0.06	7.59**	6.33**	17.88**	3.21**	

(†) Positive values in the table indicate that the place listed at the top of the column is better than the place listed at the side of the row.

Similarly,

negative values indicate that the place listed at the side of the row is better than the place listed at the top of the column.

Critical t-value at: $p=0.05$ is 1.96

$p=0.01$ is 2.58

* indicates significant at 95% confidence.

** indicates significant at 99% confidence.

Interaction Effect of Brand and Country-of-Origin Perception

In the previous two sections, we had discussed brand perception and country-of-origin perception separately. In this section, we grouped them together and tried to understand the effect of the combination of the two as a whole.

In addition to combining the two factors and investigate their overall effects, we had also broken down two of the product attributes used in the previous two sections into more details.

External Design was divided into:

- i. Physical Appearance
- ii. Ease of Operation

and Quality and Performance was divided into:

- i. Durability
- ii. Product Safety
- iii. Smoothing Effect
- iv. Overall Perception

The purpose of this sub-division is to get a more in-depth understanding of the interaction between perception of brand and perception of country-of-origin and to see which factor is more dominating in a particular setting.

"Top-two boxes" scores were used as the basis for ranking the 'made by' and 'made in' combinations. The findings were summarized as follows:

a. External Design -- Physical Appearance (table 6.7.1)

Rank	Made By	Made In	Dominant Effect
1 (131)*	National	Japan	Country of Origin
2 (83)	Philips	Japan	
3 (63)	Philips	West Germany	
4 (25)	Philips	Holland	
5 (23)	National	Singapore	
6 (5)	Philips	Singapore	

* "Top-two boxes" score

b. External Design -- Ease of Operation (table 6.7.2)

Rank	Made By	Made In	Dominant Effect
1 (133)	National	Japan	Country of Origin
2 (79)	Philips	Japan	
3 (65)	Philips	West Germany	
4 (29)	Philips	Holland	
5 (15)	National	Singapore	
6 (5)	Philips	Singapore	

c. Quality and Performance -- Durability (table 6.7.3)

Rank	Made By	Made In	Dominant Effect
1 (103)	Philips	West Germany	Interaction
2 (99)	National	Japan	
3 (53)	Philips	Holland	
4 (49)	Philips	Japan	
5 (14)	National	Singapore	
6 (9)	Philips	Singapore	

d. Quality and Performance -- Product Safety (table 6.7.4)

Rank	Made By	Made In	Dominant Effect
1 (105)	Philips	West Germany	Interaction
2 (94)	National	Japan	
3 (60)	Philips	Holland	
4 (49)	Philips	Japan	
5 (11)	National	Singapore	
6 (10)	Philips	Singapore	

e. Quality and Performance -- Smoothing Effect (table 6.7.5)

Rank	Made By	Made In	Dominant Effect
1 (116)	National	Japan	Brand
2 (87)	Philips	West Germany	
3 (66)	Philips	Japan	
4 (39)	Philips	Holland	
5 (11)	National	Singapore	
6 (8)	Philips	Singapore	

f. Quality and Performance -- Overall Performance (table 6.7.6)

Rank	Made By	Made In	Dominant Effect
1 (113)	National	Japan	Brand
2 (93)	Philips	West Germany	
3 (57)	Phiips	Japan	
4 (46)	Philips	Holland	
5 (9)	National	Singapore	
6 (9)	Philips	Singapore	

g. Value for Money (table 6.7.7)

Rank	Made By	Made In	Dominant Effect
1 (117)	National	Japan	Interaction
2 (70)	Philips	West Germany	
3 (70)	Philips	Japan	
4 (30)	Philips	Holland	
5 (24)	National	Singapore	
6 (14)	Philips	Singapore	

h. Buying Intention (Table 6.7.8)

Rank	Made By	Made In	Dominant Effect
1 (128)	National	Japan	Interaction
2 (77)	Philips	West Germany	
3 (66)	Philips	Japan	
4 (35)	Philips	Holland	
5 (14)	National	Singapore	
6 (8)	Philips	Singapore	

Based on the rankings given to the brand and country-of-origin combinations, we can make the following conclusions about consumer reactions in the local market related to their perception towards the country of origin and brand names of steam irons:

a. Dominated by Country of Origin Effect

- Singapore

The country-of-origin of a steam iron is an important factor influencing consumers' purchase decision. If they know that the product is made in a not-well-perceived country in terms

of product quality, like Singapore, the local consumers may prefer to buy a steam iron of a less brand rated lower on a particular quality, but made in a more-well-perceived country. Obviously, from our findings, you can see that if the steam iron is made in Singapore, no matter which brand name it bears, consumers in Hong Kong will rate it very low.

- External Design

With regard to physical appearance and ease of operation, (both belong to the external design category), we found that the country-of-origin effect was pre-dominant in influencing the consumers' perception. Regardless of the brands of the steam irons, the ranking of the combinations of brand and country-of-origin is exactly the same as we found when using the factor of country-of-origin alone. (Ranked in the order: Japan, West Germany, Holland, Singapore. Table 6.6.3)

b. Dominated by Brand Name Effect

- Overall Performance

Generally speaking, the consumer perception on the overall product performance of steam irons is more influenced by brand impression than country-of-origin effect.

This conclusion was drawn, based on comparing the ranks given to different countries and brand names on quality and performance in table 6.6.4 and table 6.5.4 with the ranks given to the 'made-in' and 'made-by' combination in summary (f) listed in page 49. In the first two tables, West Germany and National are both ranked first in quality and performance

in their respective measures. However, from summary (f), we can see that respondents prefer steam irons made by National in Japan to those made by Philips in West Germany. This implies that respondents viewed the superiority of National over Philips more important than the superiority of West Germany over Japan in terms of product overall performance.

- Smoothing Effect

Apart from the overall performance, the impact of brand name is also more influential in the perception of smoothing effect of a steam iron. In summary (e), we can find out that respondents considered the smoothing effect of a "made in West Germany" steam iron better than a "made in Japan" steam iron if both irons are made by Philips. This is in line with our finding in studying the country-of-origin effect alone (Table 6.6.4). Yet, their perception on smoothing effect of steam irons made by National in Japan is better than those made by Philips in West Germany. This again means that the superiority of National over Philips outweighed the superiority of West Germany over Japan in the perception of smoothing effect.

c. Interaction Effect

- Durability

After analysing summary (c), we can infer that there is an interaction between the 'made in' and 'made by' perception. As suggested by table 6.6.4, the mean score of Holland in the aspect of quality and performance is much lower than that of

Japan. However, more respondents considered Philips steam irons made in Holland more durable than Philips steam irons made in Japan. This implies an interaction effect which enhanced the image of a certain combination of brand and country-of-origin.

- Product Safety

The favourable interaction effect of a European brand name matched with a European country-of-origin is also evident in the perception of product safety. Although Holland is viewed as not as good as Japan in product performance, which includes product safety, yet, more people think that Philips steam irons made in Holland is better in product safety than those made by Philips, but in Japan as reflected in summary (d).

- Value for Money

Although in table 6.6.5, steam irons of Japan are ranked higher in value for money, the interaction effect of "by Philips, in West Germany" raises the ranking of steam irons with such combination. As a result, they are better perceived than Philips steam irons made in Japan as revealed in summary (g).

- Intention to Buy

By the same token, the combination of brand name of Philips and origin of West Germany gives the respondents more incentive to buy when compared with the Philips steam irons made in Japan. (summary h) Without this interaction effect, Japanese steam irons should be more accepted by the purchasers than West Germany steam irons. (table 6.6.6)

Table 6.7.1

Ranking of Steam Iron of Different Brands and Country-of-Origin
Based on Perception of Their External Appearance

Product brand & Country of Origin	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	
National, Japan	111	20	*	14	11	5	3
(cume)	111	131		145	156	161	164
Philips, Japan	24	59	42	26	9		4
(cume)	24	83	125	151	160		164
Philips, W.Germany	18	45	60	21	15		5
(cume)	18	63	123	144	159		164
Philips, Holland	6	19	24	49	20		46
(cume)	6	25	49	98	118		164
National, Singapore	7	16	14	28	53		46
(cume)	7	23	37	65	118		164
Philips, Singapore	1	4	11	28	61		59
(cume)	1	5	16	44	105		164

Table 6.7.2

Ranking Based on Perception of Their Ease of Operation

Product brand & Country of Origin	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	
National, Japan	103	30	*	12	7	5	4
(cume)	103	133		145	152	157	161
Philips, Japan	30	49	43	23	14		2
(cume)	30	79	122	145	159		161
Philips, W.Germany	22	43	52	16	22		6
(cume)	22	65	117	133	155		161
Philips, Holland	5	24	17	49	16		50
(cume)	5	29	46	95	111		161
National, Singapore	3	12	20	27	50		49
(cume)	3	15	35	62	112		161
Philips, Singapore	2	3	17	37	53		49
(cume)	2	5	22	59	112		161

* The boxed column -- "top two boxes" -- is the one used to rank the various combination of brands and country-of-origin.

Table 6.7.3
 Ranking of Steam Iron of Different Brands and Country-of-Origin
 Based on Perception of Their Duriability

Product brand & Country of Origin	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6
Philips, W.Germany	70	33	32	14	9	3
(cume)	70	103	135	149	158	161
National, Japan	68	31	33	20	7	3
(cume)	68	99	132	152	159	162
Philips, Holland	9	44	19	40	11	38
(cume)	9	53	72	112	123	161
Philips, Japan	11	38	65	34	12	2
(cume)	11	49	114	148	160	162
National, Singapore	5	9	7	28	51	61
(cume)	5	14	21	49	100	161
Philips, Singapore	2	7	7	23	68	55
(cume)	2	9	16	39	107	162

Table 6.7.4
 Ranking Based on Perception of Their Product Safety

Product brand & Country of Origin	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6
Philips, W.Germany	78	27	33	11	9	3
(cume)	78	105	138	149	158	161
National, Japan	61	33	32	26	5	5
(cume)	61	94	126	152	157	162
Philips, Holland	10	50	20	35	10	36
(cume)	10	60	80	115	125	161
Philips, Japan	11	38	55	39	14	4
(cume)	11	49	104	143	157	161
National, Singapore	2	9	10	19	54	68
(cume)	2	11	21	40	94	162
Philips, Singapore	3	7	11	29	67	45
(cume)	3	10	21	50	117	162

* The boxed column -- "top two boxes" -- is the one used to rank the various combination of brands and country-of-origin.

Table 6.7.5
Ranking Based on Perception of Their Smoothing Effect

Product brand & Country of Origin	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6
National, Japan	80	36	* 19	14	9	3
(cume)	80	116	135	149	158	161
Philips, W.Germany	51	36	44	15	13	2
(cume)	51	87	131	146	159	161
Philips, Japan	22	44	46	34	9	6
(cume)	22	66	112	146	155	161
Philips, Holland	5	34	25	48	13	36
(cume)	5	39	64	112	125	161
National, Singapore	3	8	12	24	52	62
(cume)	3	11	23	47	99	161
Philips, Singapore	4	4	13	27	62	51
(cume)	4	8	21	48	110	161

Table 6.7.6
Ranking Based on Perception of Their Overall Performance

Product brand & Country of Origin	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6
National, Japan	75	38	31	12	3	3
(cume)	75	113	144	156	159	162
Philips, W.Germany	59	34	43	17	6	3
(cume)	59	93	136	153	159	162
Philips, Japan	18	39	51	40	11	3
(cume)	18	57	108	148	159	162
Philips, Holland	8	38	22	42	17	35
(cume)	8	46	68	110	127	162
National, Singapore	2	7	8	30	55	60
(cume)	2	9	17	47	102	162
Philips, Singapore	2	7	5	24	68	56
(cume)	2	9	14	38	106	162

* The boxed column -- "top two boxes" -- is the one used to rank the various combination of brands and country-of-origin.

Table 6.7.7

Ranking Based on Perception of Their Product Value

Product brand & Country of Origin	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6
National, Japan	96	21	* 33	6	2	2
(cume)	96	117	150	156	158	160
Philips, W.Germany	30	40	42	15	23	10
(cume)	30	70	112	127	150	160
Philips, Japan	19	51	36	42	8	4
(cume)	19	70	106	148	156	160
Philips, Holland	6	24	23	38	18	51
(cume)	6	30	53	91	109	160
National, Singapore	10	14	15	26	55	40
(cume)	10	24	39	65	120	160
Philips, Singapore	3	11	12	30	53	51
(cume)	3	14	26	56	109	160

Table 6.7.8

Ranking of SteamBased on the Respondents' Buying Intention

Product brand & Country of Origin	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6
National, Japan	102	26	* 20	10	1	4
(cume)	102	128	148	158	159	163
Philips, W.Germany	33	44	54	17	11	4
(cume)	33	77	131	148	159	163
Philips, Japan	20	46	50	33	12	2
(cume)	20	66	116	149	161	163
Philips, Holland	6	29	22	49	18	39
(cume)	6	35	57	106	124	163
National, Singapore	4	10	12	20	66	51
(cume)	4	14	26	46	112	163
Philips, Singapore	2	6	6	31	56	62
(cume)	2	8	14	45	101	163

* The boxed column -- "top two boxes" -- is the one used to rank the various combination of brands and country-of-origin.

Comparison between potential steam-iron & flat-iron buyers

Out of the six demographic characteristics used -- sex, age, education, marital status, family income -- there are differences between the two groups of buyers in four of them. Steam-irons are more preferred by men; people aged less than 50; people with secondary education or higher; and both larger families and households with only one or two members.

However, it should be noted that within the more likely-to-buy steam-iron groups, there is not a linear propensity to buy. For example, in the under-50s, the very youngest are not more likely to buy than in the group just older (Tables 6.8.1 - 6.8.6).

Table 6.8.1
Cross-Tabulation -- Sex Vs Preferred Iron Type

	Steam-iron		Flat-iron		Total	
	No.	%	No.	%	No.	%
Male	79	84.9%	14	15.1%	93	100.0%
Female	92	70.8%	38	29.2%	130	100.0%
Total	171	76.7%	52	23.3%	223	100.0%

Table 6.8.2
Cross-Tabulation -- Age Vs Preferred Iron Type

	Steam-iron		Flat-iron		Total	
	No.	%	No.	%	No.	%
30 or younger	108	76.1%	34	23.9%	142	100.0%
31-50	58	80.6%	14	19.4%	72	100.0%
over 50	6	60.0%	4	40.0%	10	100.0%
Total	172	76.8%	52	23.2%	224	100.0%

Table 6.8.3
Cross-Tabulation -- Education Level Vs Preferred Iron Type

	Steam-iron		Flat-iron		Total	
	No.	%	No.	%	No.	%
Primary or lower	7	63.6%	4	36.4%	11	100.0%
Secondary & Matric	82	77.4%	24	22.6%	106	100.0%
Tertiary or higher	83	77.6%	24	22.4%	107	100.0%
Total	172	76.8%	52	23.2%	224	100.0%

Table 6.8.4

Cross-Tabulation -- Marital Status Vs Preferred Iron Type

	Steam-iron		Flat-iron		Total	
	No.	%	No.	%	No.	%
Married	90	80.4%	22	19.6%	112	100.0%
Single	81	73.6%	29	26.4%	110	100.0%
Total	171	77.0%	51	23.0%	222	100.0%

Table 6.8.5

Cross-Tabulation -- Family Size Vs Preferred Iron Type

	Steam-iron		Flat-iron		Total	
	No.	%	No.	%	No.	%
Single or 2	40	83.3%	8	16.7%	48	100.0%
3-4	70	70.7%	29	29.3%	99	100.0%
more than 4	62	80.5%	15	19.5%	77	100.0%
Total	172	76.8%	52	23.2%	224	100.0%

Table 6.8.6

Cross-Tabulation -- Family Income Vs Preferred Iron Type

	Steam-iron		Flat-iron		Total	
	No.	%	No.	%	No.	%
\$10000 or less	48	76.2%	15	23.8%	63	100.0%
\$10001-\$20000	72	75.8%	23	24.2%	95	100.0%
more than \$20000	51	81.0%	12	19.0%	63	100.0%
Total	171	77.4%	50	22.6%	221	100.0%

Comparison between potential Philips & National buyers

Out of the same six demographic characteristics, potential Philips buyers, when compared with National, are more likely to be women; aged 30 or less; having secondary school level of education; living in households of not more than four members and people in the median income range (family income of HK\$10000 - HK\$20000 per month).

Table 6.9.1

Cross-Tabulation -- Sex Vs Preferred Brand (Philips & National)

	Male		Female		Total	
	No	%	No	%	No	%
No idea about either brand	16	16.7%	16	12.1%	32	14.0%
Same rating for both brands	16	16.7%	29	22.0%	45	19.7%
Sub-total	32	33.3%	45	34.1%	77	33.8%
No idea about National only	4	4.2%	4	3.0%	8	3.5%
Prefer Philips	10	10.4%	21	15.9%	31	13.6%
Sub-total	14	14.6%	25	18.9%	39	17.1%
No idea about Philips only	8	8.3%	14	10.6%	22	9.6%
Prefer National	42	43.8%	48	36.4%	90	39.5%
Sub-total	50	52.1%	62	47.0%	112	49.1%
Total	96	100.0%	132	100.0%	228	100.0%

Table 6.9.2

Cross-Tabulation -- Age Vs Preferred Brand (Philips & National)

	30 or less		31-50		over 50		Total	
	No	%	No	%	No	%	No	%
No idea about either brand	20	13.9%	11	15.3%	2	16.7%	33	14.5%
Same rating for both brands	25	17.4%	16	22.2%	4	33.3%	45	19.7%
Sub-total	45	31.3%	27	37.5%	6	50.0%	78	34.2%
No idea about National only	3	2.1%	4	5.6%	0	0.0%	7	3.1%
Prefer Philips	23	16.0%	8	11.1%	0	0.0%	31	13.6%
Sub-total	26	18.1%	12	16.7%	0	0.0%	38	16.7%
No idea about Philips only	12	8.3%	8	11.1%	2	16.7%	22	9.6%
Prefer National	61	42.4%	25	34.7%	4	33.3%	90	39.5%
Sub-total	73	50.7%	33	45.8%	6	50.0%	112	49.1%
Total	144	100.0%	72	100.0%	12	100.0%	228	100.0%

Table 6.9.3

Cross-Tabulation -- Education Level Vs Preferred Brand (Philips & National)

	Prim or less		Sec & Matri		Tertiary		Total	
	No	%	No	%	No	%	No	%
No idea about either brand	1	8.3%	16	14.8%	16	14.7%	33	14.4%
Same rating for both brands	3	25.0%	15	13.9%	27	24.8%	45	19.7%
Sub-total	4	33.3%	31	28.7%	43	39.4%	78	34.1%
No idea about National only	0	0.0%	3	2.8%	5	4.6%	8	3.5%
Prefer Philips	1	8.3%	17	15.7%	13	11.9%	31	13.5%
Sub-total	1	8.3%	20	18.5%	18	16.5%	39	17.0%
No idea about Philips only	2	16.7%	10	9.3%	10	9.2%	22	9.6%
Prefer National	5	41.7%	47	43.5%	38	34.9%	90	39.3%
Sub-total	7	58.3%	57	52.8%	48	44.0%	112	48.9%
Total	12	100.0%	108	100.0%	109	100.0%	229	100.0%

Table 6.9.4

Cross-Tabulation -- Marital Status Vs Preferred Brand (Philips & National)

	Married		Single		Total	
	No	%	No	%	No	%
No idea about either brand	17	14.9%	15	13.4%	32	14.2%
Same rating for both brands	19	16.7%	26	23.2%	45	19.9%
Sub-total	36	31.6%	41	36.6%	77	34.1%
No idea about National only	4	3.5%	4	3.6%	8	3.5%
Prefer Philips	16	14.0%	15	13.4%	31	13.7%
Sub-total	20	17.5%	19	17.0%	39	17.3%
No idea about Philips only	11	9.6%	11	9.8%	22	9.7%
Prefer National	47	41.2%	41	36.6%	88	38.9%
Sub-total	58	50.9%	52	46.4%	110	48.7%
Total	114	100.0%	112	100.0%	226	100.0%

Table 6.9.5

Cross-Tabulation -- Family Size Vs Preferred Brand (Philips & National)

	1-2		3-4		over 4		Total	
	No	%	No	%	No	%	No	%
No idea about either brand	9	18.8%	14	13.9%	10	12.5%	33	14.4%
Same rating for both brands	11	22.9%	17	16.8%	17	21.3%	45	19.7%
Sub-total	20	41.7%	31	30.7%	27	33.8%	78	34.1%
No idea about National only	1	2.1%	5	5.0%	2	2.5%	8	3.5%
Prefer Philips	7	14.6%	18	17.8%	6	7.5%	31	13.5%
Sub-total	8	16.7%	23	22.8%	8	10.0%	39	17.0%
No idea about Philips only	5	10.4%	9	8.9%	8	10.0%	22	9.6%
Prefer National	15	31.3%	38	37.6%	37	46.3%	90	39.3%
Sub-total	20	41.7%	47	46.5%	45	56.3%	112	48.9%
Total	48	100.0%	101	100.0%	80	100.0%	229	100.0%

Table 6.9.6

Cross-Tabulation -- Family Income Vs Preferred Brand (Philips & National)

	10k or less		10k-20k		over 20k		Total	
	No	%	No	%	No	%	No	%
No idea about either brand	7	11.1%	15	15.3%	7	11.1%	29	12.9%
Same rating for both brands	8	12.7%	22	22.4%	15	23.8%	45	20.1%
Sub-total	15	23.8%	37	37.8%	22	34.9%	74	33.0%
No idea about National only	2	3.2%	2	2.0%	4	6.3%	8	3.6%
Prefer Philips	7	11.1%	18	18.4%	6	9.5%	31	13.8%
Sub-total	9	14.3%	20	20.4%	10	15.9%	39	17.4%
No idea about Philips only	10	15.9%	5	5.1%	7	11.1%	22	9.8%
Prefer National	29	46.0%	36	36.7%	24	38.1%	89	39.7%
Sub-total	39	61.9%	41	41.8%	31	49.2%	111	49.6%
Total	63	100.0%	98	100.0%	63	100.0%	224	100.0%

Satisfaction level of Philips and National Users

Generally speaking, present users of National steam irons are more satisfied than the present Philips steam iron users. (Table 6.10.2). The difference in mean score is significant at 95% confidence level. In addition, Philips should also pay attention to the high percentage of dissatisfaction compared with National as revealed in Table 6.10.1.

Although satisfaction level of National users are high, they are not "loyal" to the brand, 47% of the present National steam iron users said that they may choose another brand of steam iron in the future, as compared with 26.7% of present Philips users. (Table 6.10.3)

Table 6.10.1

Satisfaction level of Philips and National users

Brand-name	Satisfied		Dissatisfied		So-so		Total	
	No.	%	No.	%	No.	%	No.	%
Philips	8	61.5%	3	23.1%	2	15.4%	13	100.0%
National	54	61.4%	5	5.7%	29	33.0%	88	100.0%

Table 6.10.2

Satisfaction Score of
Philips & National Users

Brand-name	Mean	Std Dev
Philips	4.73	1.44
National	5.37	0.95

Estimated S.D. is 1.07

t-value is 2.29*

Critical value at $p=0.05$ is 1.96Critical value at $p=0.01$ is 2.56

* Significant at 95% confidence level

Table 6.10.3

Repeat Purchase Tendency of Philips and National users

Brand-name	Will		Will Not		Maybe		Total	
	No.	%	No.	%	No.	%	No.	%
Philips	9	60.0%	2	13.3%	4	26.7%	15	100.0%
National	45	50.6%	2	2.2%	42	47.2%	89	100.0%

Strengths and Weaknesses of National and Philips Steam Irons

After the discussion on the satisfaction level of both National and Philips steam iron users, we are going to pinpoint the specific strengths and weaknesses of each product leading to the satisfaction and dissatisfaction among the consumers.

1. National

Among the 82 National users who gave comments on the performance of their steam iron in the open-ended question in Section B of the questionnaire, 27 people said it was light and easy to use and 20 talked about its durability. These constituted the two major positive comments. On the other hand, eight complained that their iron leaked water. This accounted for the major source of grievances.

2. Philips

Eleven of Philips users also gave comments on their steam iron. Three respondents felt that the product were easy to operate and light in weight. Another three liked the variety of functions offered by it. However, two were dissatisfied with its steam and water spray function. Three complained that it was inconvenient to fill in water into the iron during use.

In-Home Product Test

In March 1989, ten frequent users or buyers of steam irons from ten families were asked to perform a test at their homes using steam irons from Philips and National to smooth their clothes. Prior to and after the test, they were asked to comment on the external design and performance of the products and their preference to buy.

During the test, one iron each from National and Philips was provided for the use of the respondents. The two models used for the experiments were: (See Appendix 5 for details)

- a. National -- NI 431E ; priced at \$350
- b. Philips -- Comfort 300; priced at \$300

Among the ten respondents, six are females and four are males. Four of the female respondents are housewives. While a housewife in the sample is aged about 60, all the other respondents are aged from 28 to 32.

Findings:

a. Physical Appearance

Among the ten respondents, six preferred Philips to National. Although the majority generally agreed that the transparent look of National is fancier, they suggested the look of Philips is in better taste.

b. Functions

Prior to the test, five respondents preferred the functions of Philips to National. They were mostly impressed by the different levels of steam control offered by Philips and also the self-cleaning function.

On the other hand, four preferred National. Most of them liked its detachable water tank which is a better device for filling in and pouring out water. Besides, it is easier to monitor water level within the transparent water tank of National during the ironing process.

After the trial use, six preferred Philips instead of five. These respondents maintained that the different levels of steam controls offered by Philips are the greatest assets of its products.

3. Ease of Operation

Prior to the test, seven preferred National while two preferred Philips. The majority favoured National mainly because they considered it easier to control its steam button than the steam knob of Philips. Besides, for those who do not quite understand English, it is easier for them to use National's numeral control than Philip's English-instructions on how to control and adjust the iron temperature. Furthermore, most of them thought that the detachable water tank is a convenient device for filling in and pouring out water.

However, after the test, only six were still in favour of National whilst a former supporter found no difference between the ease of operation among the two models.

4. Durability

Both before and after the test, seven agreed that Philips is more durable. This is mainly because the transparent and

plastic look of National conveys a very fragile image. Besides, some suspected that the detachable water tank is easy to break since it is frequently removed from the iron body when filling in and pouring out water.

5. Safety

Among the ten respondents, four felt that the safety design of Philips is better while three preferred National's. Their opinions remained the same before and after the test.

Philips' supporters mainly appreciated the design of cord winder at the rear end which provides a more stable surface when vertically resting the iron. Besides, it is safer for them to wind up the cord at this device whilst the iron is still hot immediately after use.

However, the extended soleplate tip and smoothing surface of Comfort 300 were criticised to be unsafe as people can easily get burnt by these protruding heating edges on both sides of the iron.

6. Smoothing Effect

After the trial use, six suggested that the smoothing effect of Philips is better while two said the opposite. Overall speaking, the majority agreed that Comfort 300 is more comfortable and lighter to hold and use.

7. Preference to Buy

Given the price and a short brief on the functions of the two irons from National and Philips, six of the respondents

preferred Philips to National before the test. Their decisions were mainly based on the functions offered by the product and its physical appearance.

After the test, two changed from National to Philips and two changed from Philips to National. Still, a total of six persons (two formerly in favour of National) chose Philips. The major reason is attributable to better ironing effect.

Recommendations:

Among the various suggestions from the test participants, the following four points are worth mentioning for improving Philips' product:

1. Indication of Water Level during Ironing

At present, it is difficult for the operator to monitor the water level in Philips' iron during use. It will be more convenient if an indicator or an alarm could be given when the water tank is out of water so as to remind the operator.

2. A Valve at the Filling Hole of Water

It is now easy for water to spill out of the filling hole at front end of the steam iron if the operator moves the iron with stronger force. Thus, the existence of a valve could help eliminate the spilling problem which quite frequently occurs.

3. Water Spray

Relatively speaking, the water spray device in Comfort 300 is not as good as the one in National. The design of such device should be further improved to ensure the actual coming out

of water spray instead of water drops.

4. Operating Manual

The operating manual of Philips is very poorly compiled if compared with National's. First, as regards the format, Philips' manual is a clumsy 'A1' spread (similar to the size of a newspaper) while National's is a handy A5 leaflet (half size of this paper). Second, Philips' illustrations are far from their explanatory notes, while the pictures and notes in National's manual stand side by side. Third, the National manual is written in Chinese (as well as English) while the Philips manual is written in English and other European languages only -- but not in Chinese.

Although the operating manual may not be a decisive factor influencing the initial buyer's purchase behavior, it could strike a long lasting impression upon the consumers on the quality of service provided by the brand names. In order to generate long-term goodwill, it might be wise for Philips to improve its manual design and provide a Chinese version for the Hong Kong market.

RECOMMENDATION

MARKET SEGMENT

In segmenting the target customers for Philips steam irons, we define the market via two dimensions: demographic profile of the customers and the occasion of purchase.

Demographic Profile

Basically, we will choose the newly-weds and the small families of the young couples as our target. The choice is based on the survey findings and analyses in previous sections. Referring to Table 6.9.2, we can see that young people aged under 30 are more likely to buy Philips products. Besides, Table 6.9.5 suggests that Philips appeals to small households (less than five people). Looking from Tables 6.9.3 and 6.9.6, the potential Philips customers are likely to have secondary education and with median monthly family income (HK\$ 10,000 - HK\$ 20,000). The demographics of Philips potential buyers are typical characteristics possessed by many young couples in Hong Kong. To a certain extent, it implies business opportunities to Philips since these young couples are most prone to be steam iron buyers when forming their own families. Besides, young people are not so inclined to brand loyalty and it is easier for Philips to attract them to be its final users.

Occasion of Purchase

According to Table 7.1.1, over 60% of our respondents will select a steam iron as a wedding gift. Also in Table 7.1.2, it shows that 20% of the respondents who will buy a steam iron as

gift will choose Philips. Philips' share of market in this sector is higher than its existing overall market share (11%). Hence, based on this finding, we suggest Philips to develop the gift market which has a favourable footing.

MARKETING PLAN FOR PHILIPS STEAM IRON

Objective: To increase the market share of Philips from the present 11% to 21% in 1990

Strategies:

1. To attack the customer base of National's smoothing irons
2. To attract new steam iron users
3. To prevent the growth of other competitors

Tactics:

Alternative I - New Product Development

At present, Philips only markets four models of steam irons of similar design (without water tank) in the same white color in Hong Kong. On the contrary, National offers twice the number of models in two different designs (with or without detachable water tank) in two different colors (red and white) in the market. Thus, at present, while National can attack Philips' market with similar models, Philips is unable to organise any full-scale counter-attack against National because it does not produce the models with detachable water tank.

Basically, we suggest that Philips should consider producing additional models with a detachable water tank. This is because the design is well perceived by the consumers (Table 6.4.1).

According to our in-home product test, nearly half of the respondents chose National's steam irons due to the appeal of the detachable water tank. If Philips can compete in this sector, assuming that its performance is as good as its present achievement in existing markets, it would have the potential to double its market share.

However, it is understood that Philips product development is largely controlled by its headquarters and might be beyond the reach of Hong Kong branch. Besides, high financial risks are involved in the increase of an additional product line. Thus, we also propose Alternative II for Philips' consideration.

Alternative II - Promotion

Targets

1. Flat Iron User

From our survey findings, 40% of the responding households are flat iron users. About 27 % of them are using Philips' products. If Philips can convert this group of flat iron users with higher awareness towards its brand to use the company's steam irons, it is easy for Philips to reach its target market share. Although this may affect the sales of flat irons, the tradeoff is still to the advantage of the company since the life of service for steam irons is shorter (four years vs eight years) and its profit contribution is higher (a steam iron is worth twice the value of a flat iron).

However, in promoting the product among the flat iron users, it is important to convince them that steam iron is easy to manage. According to our survey findings, one-third of the flat

iron users are reluctant to try the steam iron mainly because they think the steam iron is not easy to handle.

2. Customers of Competitors

Our study revealed that over half of the present steam iron users may switch their brand in their next purchase. This is an encouraging news to Philips since over 60% of Hong Kong's present market share is dominated by National. From our study, over 50% of households might replace their old irons in these two years. Hence, if Philips is able to attract National's unstable customers to change brands in these two years, the market objective is not difficult to reach.

Means of Promotion

1. Product Promotion

a. Incentives

- Retailers

According to our survey findings, retail displays are major means for customers to obtain product information. Besides, recommendations from salesmen could to a certain extent affect purchase decision. Thus, it may be advisable for Philips to offer more incentive to retailers so as to push them to show and recommend more of its products to the consumers.

- Consumers

As past experiences and word of mouth are the most important factors in driving consumers to buy, we agree that Philips should seek as its prime objective an

expansion of market share rather than short-term profit optimization. This means that Philips should aim at expanding its market share first so as to generate customers' endorsements. With reference to our in-home product test, about half of the households said they preferred Philips' product to National's after use. To attract more customers, we suggest the following means:

a. Promotion counter

Since most of the product functions of Philips do not stand out on the shelf (unlike the highly visualised advantage of detachable water tank in Japanese irons), a mobile counter or a small permanent stand could be set up in large retail outlets giving out product information. To reinforce the promotion efforts, promotion leaflets can be displayed or distributed.

b. Discount

Among our respondents, most regard price as an essential (though not decisive) factor in driving them to buy. Thus, to further stimulate consumption, discounts could be offered from time to time particularly during the peak season of weddings (usually from Mid-Autumn Festival to Chinese New Year Eve) to attract more consumption.

c. Poster Ads

At present, steam iron marketers have not fully used posters as means of advertising; thus. we would

suggest that Philips advertises more via posters in MTR, KCR and retail outlets as well.

2. Corporate Promotion

In our previous analysis, we have mentioned that TV advertising is a very powerful tool of promotion. Although the steam iron marketers have not advertised their irons on the screen, the corporate advertisements of the electrical appliance manufacturers have probably already made some impact on consumers. Thus, we suggest that Philips might produce commercials promoting its full range of household appliances as a helper to families. This would indirectly help to promote the image of its steam irons among the consumers.

Table 7.1.1
Popularity of Using Steam Iron as Gift

Occasion	Will		Will Not		Total
	No.	%	No.	%	
Wedding	143	62.7%	85	37.3%	228
Christmas	12	5.5%	208	94.5%	220
Birthead	17	7.8%	202	92.2%	219
Total	172	25.8%	495	74.2%	667

Table 7.1.2
Brand of Steam Iron used as Gift

Brand-name	Frequency	Percentage
National	129	63.9%
Philips	41	20.3%
Hitachi	13	6.4%
Braun	13	6.4%
Others	6	3.0%
Total	202	100.0%

MARKET INFERENCE FOR OTHER WESTERN BRANDS

1. Opportunities for Western Marketers

Western marketers of electrical appliances actually have good opportunities to expand their markets in Hong Kong. Referring to Table 6.6.2, Hong Kong consumers generally rate Western products higher than Asian goods. The ranking order for different countries in terms of quality and performance are: West Germany, Japan, USA, England, Holland, France, Hong Kong, Korea, Singapore and Taiwan. From the mean scores obtained by West Germany (8.3) and the US (7.4), we can say that these two countries in particular stand out from the other Western countries (mean above 6.5 on a scale of 1 to 10). To compete with Japanese products (mean = 8.2), West Germany might even be in a better position as its perceived image among the Hong Kong consumers is slightly better.

2. Customer-oriented Approach

From our case study on steam irons, we have good reasons to believe that many Western brand names in Hong Kong often do not take a customer-oriented approach in the local market. We base our conclusion from several observations.

First, the product design of the Western steam irons in local market is basically the same version as those marketed in the West. The Western marketers usually do not modify their products to meet the local market needs. To illustrate, although it is obvious that the plug used in Hong Kong should be three-pin, most of the steam iron under famous Western brand names are still using two-pin plug. As another example,

since the types of build of Eastern and Western people are different, Hong Kong customers usually require products more compact in size. However, the models of Western steam irons are designed for Western users and thus are always larger in size. Due to general negligence over local consumers' special product requirements, Western products are usually perceived to be of poorer external design if compared with Japanese products (Table 6.6.3).

Furthermore, Western brand names do not pay much attention to communicate with Hong Kong customers in their own language i.e. Chinese. For example, while Japanese marketers like National and Hitachi provide Chinese operating manuals to their local customers, famous Western brand names like Philips and Braun fail to do so.

All in all, if Western marketers are not aggressive enough to cater to the local market needs, the dominance of Japanese brand names in Hong Kong is inevitable.

3. Value for Money

Due to the high production cost of Western products, although Hong Kong consumers perceive such products as being of higher quality, they do not always think that they provide good value for money (Table 6.6.5).

In order to compete with Japanese marketers and other arising Asian brand names like Goldstar and Samsung, Western manufacturers might need to think about how to lower their production costs.

Borrowing Philips' experience, it might be useful for the

Western brands to manufacture in other Asian countries. However, it should be noted that this policy also implies risk. In the case of Philips, almost all of the local consumers (97%) do not know where its iron are manufactured or are wrong in their perception (Table 8.1.1 and 8.1.2). If they really knew the country of manufacture, their intention to buy would almost certainly decline. Hence, it is important for the Western marketers to choose their manufacturing country carefully, and if possible not particularly publicise to Hong Kong consumers that their 'prestigious' products are made in less 'prestigious' Asian countries.

4. Promotion

If Western brand names really want to aggressively market their products like steam irons in Hong Kong, they should adopt more aggressive promotion in the local market. At present, the awareness towards Western brand names is relatively low. For example, in our test among the four most popular brand names for the steam iron market, the respondents are generally more aware of Japanese brand names (National and Hitachi) than western brand names (Philips and Braun).

Table 8.1.1
Perceived Country-of-Origin of Philips Steam Irons

Country or City	Frequency	Percentage
Holland	12	6.6%
West Germany	7	3.9%
Japan	5	2.8%
Singapore*	5	2.8%
Hong Kong	2	1.1%
No idea	150	82.9%
Total	181	100.0%

* Actually, Philips steam-irons are made in Singapore

Table 8.1.2
Perceived Location of Philips Head Office

Country	Frequency	Percentage
West Germany	83	36.1%
Holland*	73	31.7%
Japan	37	16.1%
Others	11	4.8%
No idea	26	11.3%
Total	230	100.0%

* Actually, the head office is in Holland

PHILIPS

Page 1



Comfort 400
NO 1443

A P P E N D I X

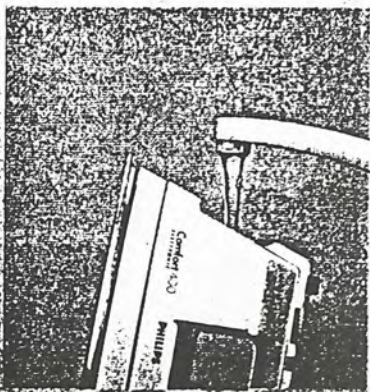
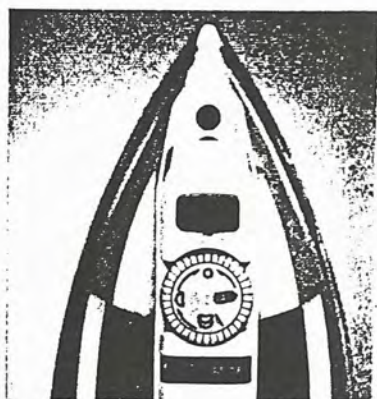
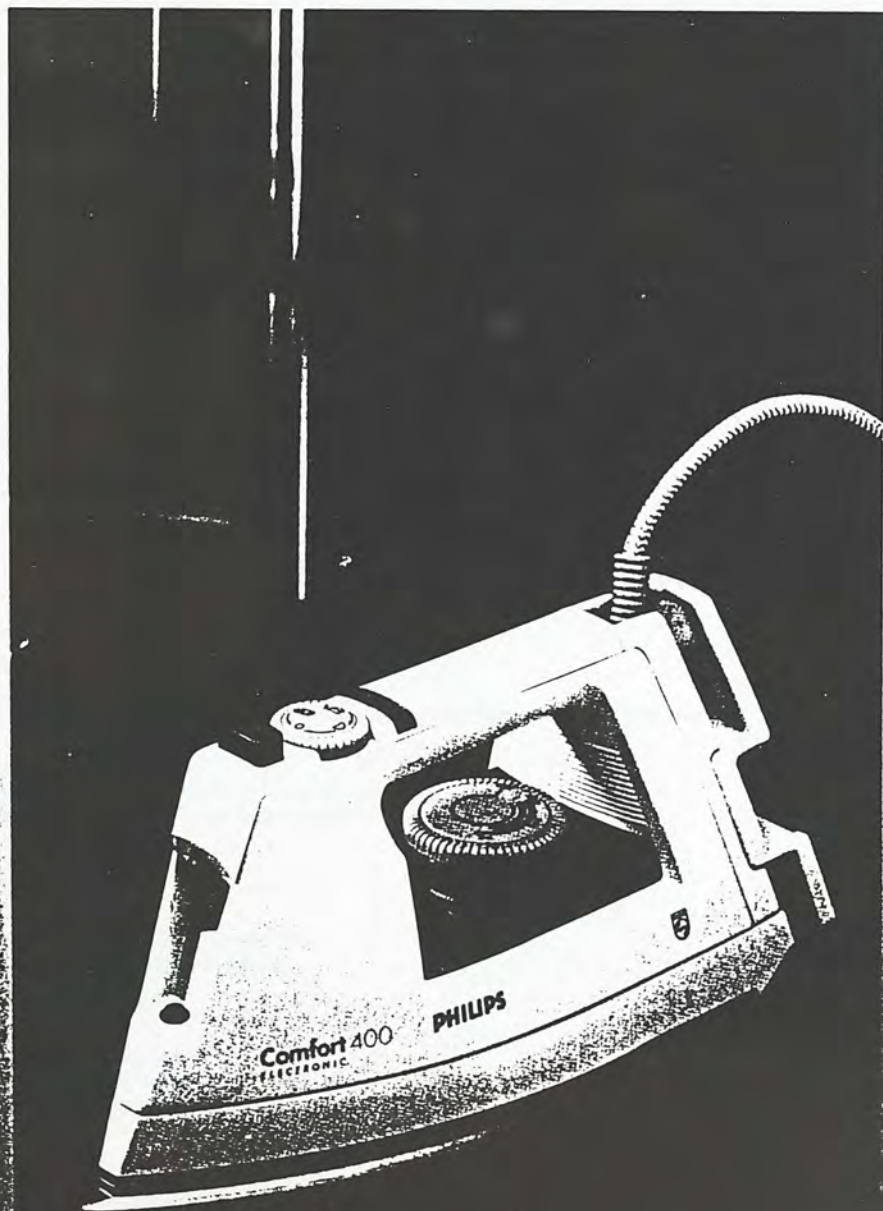


PHILIPS

PHILIPS

App 1

Comfort 400
HD 1464



PHILIPS

Comfort 400 HD 1464

The new model "Comfort 400" features the sophisticated "Auto Stop" control preventing accidental fire and burning hazards!

After the initial 2 minutes heating-up period, this electronic time-controlled function will switch the iron automatically off

- after 30 secs. horizontal rest, or
- after 8 mins. vertical rest (e.g. in unattended condition).

Of course this iron offers variable steam control.

Large steam output is no problem at all. Steam-ironing at lower temperatures is possible as well . . . without any leakage or sputtering!

Normal tap water can be used to fill the crystal-clear transparent (easy water check!) tank. The appliance comes with a handy filling cup.

The ultra-smooth Silverstone[®] coated soleplate has full length button rims.

Comfort Grip, Top Lamps and Fingertip-Control make this light weight steam iron quite easy to handle.

Type "Comfort 400" also offers an easy to operate spray, which produces a fine mist to moisten textiles evenly and most effectively.

A clever "2-way" cord winder is provided for easy cord storage.

And let's not forget to mention the revolutionary self-cleaning facility, which turns descaling and cleaning into a two-finger exercise!

FEATURES HD 1464

- Large steam chamber assuring:
 - large saturated steam output (up to 15 grs/min)
 - no sputtering and leaking
- Variable steam with low steam position for prolonged steam-ironing
- Steam-ironing at lower temperatures
- Steam stop at heel rest
- Large water tank with full-size water-level indicator (200 ml)
- Suitable for tap water use
- Easy to fill and to empty
- Smooth corrosion-free soleplate with 40 large steam vents and 3 distribution slots
- Extended soleplate tip and full-length button slots
- All controls in one knob for instant change-over
- Cord comfort recess and flexible cord guard
- Long life cord
- Comfort grip with left/right thumb rests
- Thermostat knob with click-stops for precision temperature control of any fabric
- Cord-winding facility with cord clip
- Pilot lamp
- Modern and elegant design: easy to use
- Easy self-cleaning: a two-finger operation
- Light weight
- Fast heating up
- No radio and t.v. interference
- Optional:
 - Thermal cut-out for extra safety
 - Teflon or Silverstone coating

SPECIFIC FEATURES

- Spray
- Tank top: transparent
- Cup (200 ml with left/right indications: 1/4, 1/2, 3/4, max.)
- "Double-function" cord winder
- Multilingual textile indications
- Silverstone[®] coated soleplate
- Pilot lamps: top (for left/right hand use)
- Electronic shut-off (30 sec. horizontal and 8 min. vertical after 2 min. initial heating-up) with top "autostop" lamp

TECHNICAL DATA

Voltage/	:	220 V - 230-240 W/50 Hz and 120 V/60 Hz
Power consumption	:	1000 W
Iron	:	Dimensions l x w x h : 27.2 x 12.0 x 13.0 cm
	:	Weight : 1230 grs
Fancy-box	:	Dimensions l x w x h : 28.3 x 13.2 x 14.6 cm
	:	Weight : 1.45 kg
A-box (6 pcs)	:	Dimensions l x w x h : 41.5 x 30.1 x 32.6 cm
	:	Weight : 9.3 kg
Pallet	:	quantity : 360 pcs.

Product specification is subject to change without prior notice.

PHILIPS

Comfort 300
HD 1463



PHILIPS

Comfort 300 HD 1463

Philips new ease-of-use iron "Comfort 300" features variable steam control.

Large steam output is no problem at all. Steam-ironing at lower temperatures is possible as well . . . without any leakage or sputtering!

Normal tap water can be used to fill the crystal-clear transparent (easy water check!) tank. The appliance comes with a handy filling cup.

The ultra-smooth Silverstone[®] coated soleplate has full-length button rims.

Comfort Grip, Top Lamp and Fingertip-Control make this light-weight steam iron quite easy to handle.

Type "Comfort 300" also offers an easy to operate spray, which produces a fine mist to moisten textiles evenly and most effectively.

A clever "2-way" cord winder is provided for easy cord storage.

And let's not forget to mention the revolutionary self-cleaning facility, which turns descaling and cleaning into a two-finger exercise!

FEATURES HD 1463

- Large steam chamber assuring:
 - large saturated steam output (up to 15 grs/min)
 - no sputtering and leaking
- Variable steam with low steam position for prolonged steam-ironing
- Steam-ironing at lower temperatures
- Steam stop at heel rest
- Large water tank with full-size water-level indicator (200 ml)
- Suitable for tap water use
- Easy to fill and to empty
- Smooth corrosion-free soleplate with 40 large steam vents and 3 distribution slots
- Extended soleplate tip and full length button slots
- All controls in one knob for instant change-over
- Cord comfort recess and flexible cord guard
- Long life cord
- Comfort grip with left/right thumb rests
- Thermostat knob with "click-stops" for precision temperature control of any fabric
- Cord-winding facility with cord clip
- Pilot lamp
- Modern and elegant design: easy to use
- Easy self-cleaning: a two-finger operation
- Light weight
- Fast heating up
- No radio and t.v. interference
- Optional:
 - Thermal cut-out for extra safety
 - Teflon or Silverstone coating

SPECIFIC FEATURES

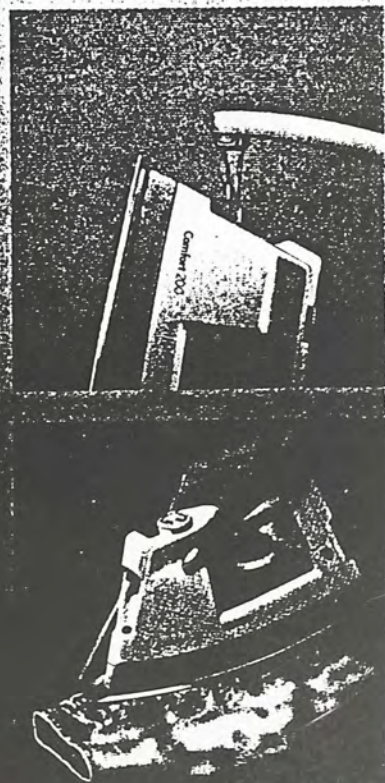
- Spray
- Tank top: transparent
- Cup (200 ml with left/right indications: ¼, ½, ¾, max.)
- "Double-function" cord winder
- Multilingual textile indications
- Silverstone[®] coated soleplate
- Pilot lamp: top (for left/right hand use)

TECHNICAL DATA

Voltage/	:	220 V - 230-240 W - 120 V
Power consumption	:	1000 W 50/60 Hz
Iron	:	Dimensions l x w x h : 27.2 x 12.0 x 13.0 cm
	:	Weight : 1200 grs
Fancy-box	:	Dimensions l x w x h : 28.3 x 13.2 x 14.6 cm
	:	Weight : 1.4 kg
A-box (6 pcs)	:	Dimensions l x w x h : 41.5 x 30.1 x 32.6 cm
	:	Weight : 9.2 kg
Pallet: quantity	:	360 pcs.

PHILIPS

Comfort 200
HD 1462



PHILIPS

Comfort 200 HD 1462

Philips new ease-of-use iron "Comfort 200" features variable steam control.

Large steam output is no problem at all. Steam-ironing at lower temperatures is possible as well . . . without any leakage or sputtering!

Normal tap-water can be used to fill the transparent (easy water check!) tank. The appliance comes with a handy filling cup. The smooth soleplate has full-length button rims.

Comfort Grip and Fingertip-Control make this light-weight steam iron quite easy to handle.

Type "Comfort 200" also offers an easy to operate spray, which produces a fine mist to moisten textiles evenly and most effectively.

And let's not forget to mention the revolutionary self-cleaning facility, which turns descaling and cleaning into a two-finger exercise!

FEATURES HD 1462

- Large steam chamber assuring:
 - large saturated steam output (up to 15 grs/min)
 - no sputtering and leaking
- Variable steam with low steam position for prolonged steam ironing
- Steam-ironing at lower temperatures
- Steam stop at heel rest
- Large water tank with full-size water-level indicator (200 ml)
- Suitable for tap water use
- Easy to fill and to empty
- Smooth corrosion-free soleplate with 40 large steam vents and 3 distribution slots
- Extended soleplate tip and full-length button slots
- All controls in one knob for instant change-over
- Cord comfort recess and flexible cord guard
- Long life cord
- Comfort grip with left/right thumb rests
- Thermostat knob with "click-stops" for precision temperature control of any fabric
- Cord-winding facility with cord clip
- Pilot lamp
- Modern and elegant design: easy to use
- Easy self-cleaning: a two-finger operation
- Light weight
- Fast heating up
- No radio and t.v. interference
- Optional:
 - Thermal cut-out for extra safety
 - Teflon or Silverstone coating

SPECIFIC FEATURES

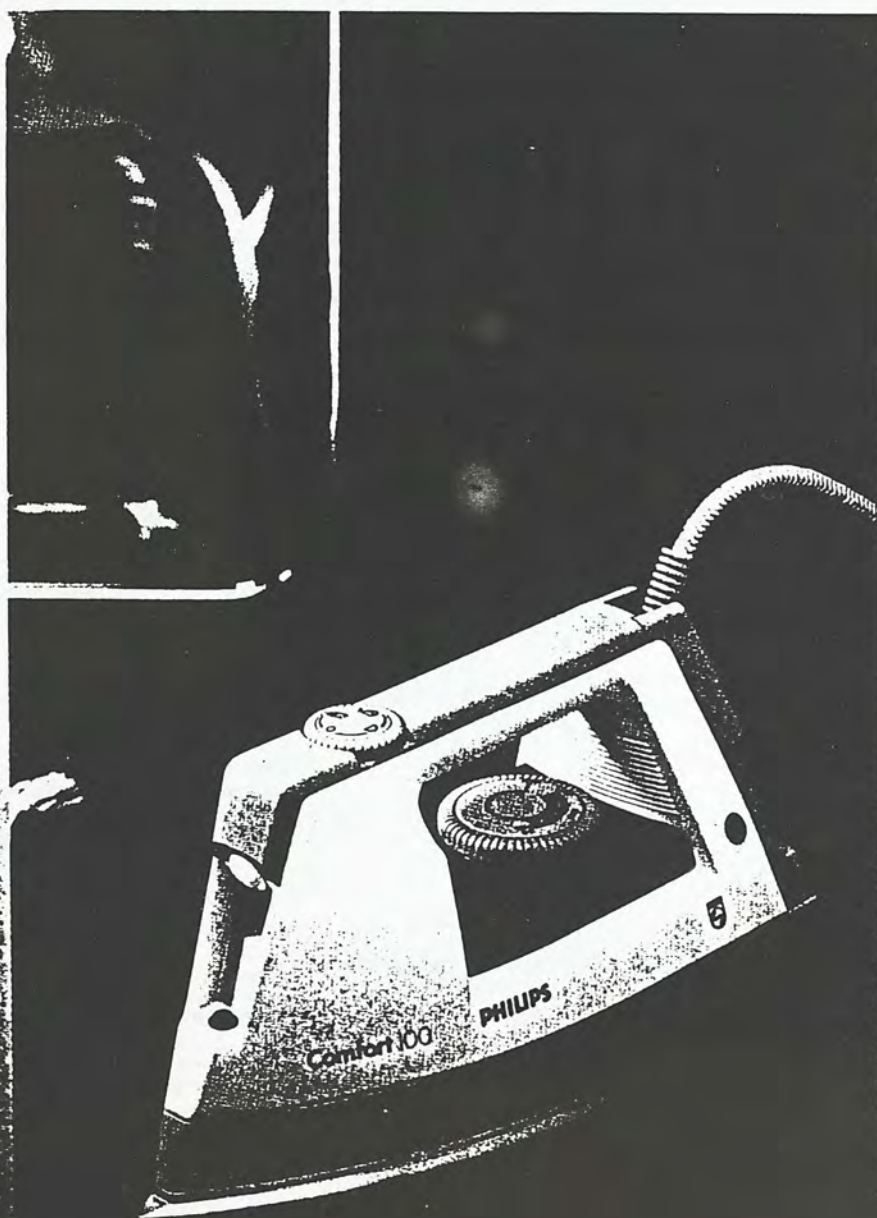
- Spray
- Tank top: translucent
- Cup (200 ml with left/right indications: ¼, ½, ¾, max.)
- Pilot lamp: side

TECHNICAL DATA

Voltage/		: 220 V - 230-240 W - 120 V
Power consumption		: 1000 W 50/60 Hz
Iron	: Dimensions l x w x h	: 25.0 x 12.0 x 13.0 cm
	: Weight	: 1160 grs
Fancy-box	: Dimensions l x w x h	: 26.2 x 13.2 x 14.6 cm
	: Weight	: 1.4 kg
A-box (6 pcs)	: Dimensions l x w x h	: 41.5 x 28.0 x 32.6 cm
	: Weight	: 9.0 kg
Pallet	: quantity	: 360 pcs.

PHILIPS

Comfort 100
HD 1461



PHILIPS

Comfort 100 HD 1461

Philips new ease-of-use iron "Comfort 100" features variable steam control.

Large steam output is no problem at all. Steam-ironing at lower temperatures is possible as well . . . without any leakage or sputtering!

Normal tap water can be used to fill the transparent (easy water check!) tank.

The smooth soleplate has full-length button rims.

Comfort Grip and Fingertip-Control make this light-weight steam iron quite easy to handle.

And let's not forget to mention the revolutionary self-cleaning facility, which turns descaling and cleaning into a two-finger exercise!

FEATURES HD 1461

- Large steam chamber assuring:
 - large saturated steam output (up to 15 grs/min)
 - no sputtering and leaking
- Variable steam with low steam position for prolonged steam-ironing
- Steam-ironing at lower temperatures
- Steam stop at heel rest
- Large water tank with full-size water-level indicator (200 ml)
- Suitable for tap water use
- Easy to fill and to empty
- Smooth corrosion-free soleplate with 40 large steam vents and 3 distribution slots
- Extended soleplate tip and full-length button slots
- All controls in one knob for instant change-over
- Cord comfort recess and flexible cord guard
- Long life cord
- Comfort grip with left/right thumb rests
- Thermostat knob with "click-stops" for precision temperature control of any fabric
- Cord-winding facility with cord clip
- Pilot lamp
- Modern and elegant design: easy to use
- Easy self-cleaning: a two-finger operation
- Light weight
- Fast heating up
- No radio and t.v. interference
- Optional:
 - Thermal cut-out for extra safety
 - Teflon or Silverstone coating

SPECIFIC FEATURES

- Tank top: translucent
- Pilot lamp: side

TECHNICAL DATA

Voltage/	:	220 V - 230-240 W - 120 V
Power consumption	:	1000 W 50/60 Hz
Iron	:	Dimensions l x w x h : 25.0 x 12.0 x 13.0 cm
	:	Weight : 1120 grs
Fancy-box	:	Dimensions l x w x h : 26.2 x 13.2 x 14.6 cm
	:	Weight : 1.4 kg
A-box (6 pcs)	:	Dimensions l x w x h : 41.5 x 28.0 x 32.6 cm
	:	Weight : 8.8 kg
Pallet	:	quantity : 360 pcs.

抽樣調查問卷

我們是香港中文大學工商管理碩士課程的學生。我們現正進行一項有關本港蒸氣熨斗市場的研究。作為研究的一部分，此項抽樣調查旨在搜集市場現況及消費者對於不同牌子的態度、意見及使用經驗，藉此協助廠商改良產品，滿足用戶需要。一切調查所得資料均會嚴加保密，只作統計上用途，而不會公開發表。

請如實回答問卷的問題，所有問題均沒有『正確』或『不正確』的答案，我們只需要事實，作分析之用。

問卷共分為甲、乙兩部分。未開始回答問卷之前，請首先想想：你的家裡是否擁有一個或以上的熨斗（包括蒸氣或普通款式）？如果‘是’的話，請回答第二頁甲部分問題。如果‘不是’的話，請將問卷原封不動交回負責分發的朋友。

謝謝各位合作！

甲 部份問卷

這部份問卷必須由負責購買熨斗（包括蒸氣或普通熨斗）的家庭成員填寫。如未能清楚誰是熨斗購買者，可由通常負責購買家庭小電器的成員回答。

回答問題時，請在適當的空格填上 ✓ 號或有關數字。

1. 你的家庭共擁有多少個熨斗（包括蒸氣或普通熨斗）？
- ☐ 1 個
- ☐ 2 個
- ☒ 3 個
- ☐ 4 個或以上
- 假若你的家庭擁有兩個或以上的熨斗，請列明原因：

在回答以下問題時，只擁有一個熨斗的家庭，請以現時使用的熨斗（蒸氣或普通熨斗）作答。如擁有兩個或以上熨斗的家庭，請以最經常用的熨斗（蒸氣或普通熨斗）作答。

2. 你常用的熨斗是：
- ☐ 蒸氣熨斗
- ☐ 普通熨斗

3. 你使用了上述那個熨斗多少年？
- ☐ 少於 1 年
- ☐ 1 至 2 年
- ☒ 3 至 5 年
- ☐ 6 至 10 年
- ☐ 11 年或以上
- ☐ 不清楚

4. 你現時使用的熨斗牌子是：_____
- (只限一個答案)

5. 你通常在甚麼地方購買家庭小電器（例如熨斗）？（只限選擇一項）
- ☐ 電器連鎖店（如泰林、豐澤）
- ☐ 百貨公司（如永安、裕華、八佰伴、連卡佛）
- 請註明公司名稱：_____
- (可填多個)
- ☐ 陳列室
- ☐ 一般電器零售店鋪
- ☐ 其他，請註明：_____

6 a . 假若你需要購買熨斗時，最影響你購買的因素是：（只可選擇一個答案）

- ☐ 親友的推薦
- ☐ 報刊（如選擇月刊的推薦）
- ☐ 過往經驗
- ☐ 售貨員的推薦
- ☐ 產品外形
- ☐ 產品推廣宣傳活動（如折扣、產品示範及試用）
- ☐ 其他，請註明：_____

b . 其他影響你購買的因素是：（可選擇多個答案）

- ☐ 親友的推薦
- ☐ 報刊（如選擇月刊的推薦）
- ☐ 過往的經驗
- ☐ 售貨員的推薦
- ☐ 產品外形
- ☐ 產品推廣宣傳活動（如折扣、產品示範及試用）
- ☐ 其他，請註明：_____

7 a . 請填上你最熟悉的熨斗牌子名字：
（只填一個）

b . 其他你熟悉的熨斗牌子名字：（可填多個）

8 . 有關不同牌子熨斗的資料，你通常透過何種渠道獲取？（可選擇多個答案）

- ☐ 電視廣告
- ☐ 零售店鋪的陳列
- ☐ 親友
- ☐ 陳列室的展示
- ☐ 熨斗的宣傳小冊
- ☐ 宣傳推廣活動（如產品示範及試用）
- ☐ 報紙雜誌
- ☐ 選擇月刊
- ☐ 宣傳海報
- ☐ 零售商給予的資料
- ☐ 其他，請註明：_____

9. 以下各條問題是調查你對不同牌子蒸氣熨斗的看法。請按你的個人意見。就以下各項產品特點，給不同牌子的蒸氣熨斗評分。1代表極差，10代表極好；界乎1與10中間的分數，數值越高代表越好，數值越低代表越差。請在適當的分數方格內填上✓。如對產品完全不認識的話，請在不清楚的方格內填上✓。

- a. 產品外形設計（包括外形美觀、設計靈巧易用）

	極差										極好	
日立 (Hitachi)	1	2	3	4	5	6	7	8	9	10	不清楚	
飛利浦 (Philips)	1	2	3	4	5	6	7	8	9	10	不清楚	
樂聲 (National)	1	2	3	4	5	6	7	8	9	10	不清楚	
百靈 (Braun)	1	2	3	4	5	6	7	8	9	10	不清楚	

- b. 品質及性能（包括耐用、安全、多項功能、熨衣效果）

	極差										極好	
日立 (Hitachi)	1	2	3	4	5	6	7	8	9	10	不清楚	
飛利浦 (Philips)	1	2	3	4	5	6	7	8	9	10	不清楚	
樂聲 (National)	1	2	3	4	5	6	7	8	9	10	不清楚	
百靈 (Braun)	1	2	3	4	5	6	7	8	9	10	不清楚	

- c. 物有所值（‘抵買’）

	極差										極好	
日立 (Hitachi)	1	2	3	4	5	6	7	8	9	10	不清楚	
飛利浦 (Philips)	1	2	3	4	5	6	7	8	9	10	不清楚	
樂聲 (National)	1	2	3	4	5	6	7	8	9	10	不清楚	
百靈 (Braun)	1	2	3	4	5	6	7	8	9	10	不清楚	

- d. 假若你需要購買一個蒸氣熨斗，你選擇下列牌子的機會是：（數值越高表示越有可能）

	極不可能										極有可能	
日立 (Hitachi)	1	2	3	4	5	6	7	8	9	10	不清楚	
飛利浦 (Philips)	1	2	3	4	5	6	7	8	9	10	不清楚	
樂聲 (National)	1	2	3	4	5	6	7	8	9	10	不清楚	
百靈 (Braun)	1	2	3	4	5	6	7	8	9	10	不清楚	

10. 以下各條問題調查你對不同國家所生產的蒸氣熨斗之看法。請按你的個人意見，就產品的各項特點，為各國的製品予以評分。1代表極差，10代表極好；界乎1與10中間的分數，數值越高代表越好，數值越低代表越差。請在適當的分數方格內填上✓。如對產品完全不認識的話，請在不清楚的方格內填上✓。

- a. 產品外形設計（包括外形美觀、設計靈巧易用）

	極差										極好	
西德	1	2	3	4	5	6	7	8	9	10	不清楚	
新加坡	1	2	3	4	5	6	7	8	9	10	不清楚	
日本	1	2	3	4	5	6	7	8	9	10	不清楚	
南韓	1	2	3	4	5	6	7	8	9	10	不清楚	
荷蘭	1	2	3	4	5	6	7	8	9	10	不清楚	
香港	1	2	3	4	5	6	7	8	9	10	不清楚	

b. 品質及性能 (包括耐用、安全、多項功能、熨衣效果)

		極 差								極 好			
西德 新加坡 日本 南韓 荷蘭 香港	1	2	3	4	5	6	7	8	9	10	不	清	楚
	1	2	3	4	5	6	7	8	9	10	不	清	楚
	1	2	3	4	5	6	7	8	9	10	不	清	楚
	1	2	3	4	5	6	7	8	9	10	不	清	楚
	1	2	3	4	5	6	7	8	9	10	不	清	楚
	1	2	3	4	5	6	7	8	9	10	不	清	楚

c. 物有所值 (" 抵買 ")

		極差					極好							
西德 新加坡 日本 南韓 荷蘭 香港		1	2	3	4	5	6	7	8	9	10	不	清	楚
		1	2	3	4	5	6	7	8	9	10	不	清	楚
		1	2	3	4	5	6	7	8	9	10	不	清	楚
		1	2	3	4	5	6	7	8	9	10	不	清	楚
		1	2	3	4	5	6	7	8	9	10	不	清	楚
		1	2	3	4	5	6	7	8	9	10	不	清	楚

d. 假若你需要買一個蒸氣熨斗時，你會選擇下列國家產品的機會： (數值越高代表越有可能)

		極不可能					極有可能						
西德 新加坡 日本 南韓 荷蘭 香港	1	2	3	4	5	6	7	8	9	10	不	清	楚
	1	2	3	4	5	6	7	8	9	10	不	清	楚
	1	2	3	4	5	6	7	8	9	10	不	清	楚
	1	2	3	4	5	6	7	8	9	10	不	清	楚
	1	2	3	4	5	6	7	8	9	10	不	清	楚
	1	2	3	4	5	6	7	8	9	10	不	清	楚

1. 在選擇熨斗時，你認為下列因素的重要性是：
 [1 代表毫不重要，7 代表非常重要；界乎 1 與 7 中間的數字，數值越大代表越重要，數值越小越不重要，請在適當的數字格內加上 ✓。]

	毫不重要				非常重要			
i. 輕巧	1	2	3	4	5	6	7	
ii. 手柄易 " 握 " (easy to hold)	1	2	3	4	5	6	7	
iii. 外形 (形狀及款式)	1	2	3	4	5	6	7	
iv. 顏色	1	2	3	4	5	6	7	
v. 熨斗製造國家	1	2	3	4	5	6	7	
vi. 防黏熨底 " (如質料為 Silverstone/Telfon)	1	2	3	4	5	6	7	
vii. 價錢	1	2	3	4	5	6	7	

(續下頁)

(續上頁)

[1代表毫不重要，7代表非常重要；界乎1與7中間的數字，以數值越大代表越重要，數值越小越不重要，請在適當的方格內加上✓。]

	毫不重要	非常重要														
viii. 牌子	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr></table>	1	2	3	4	5	6	7	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr></table>	1	2	3	4	5	6	7
1	2	3	4	5	6	7										
1	2	3	4	5	6	7										
ix. 多種溫度選擇	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr></table>	1	2	3	4	5	6	7	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr></table>	1	2	3	4	5	6	7
1	2	3	4	5	6	7										
1	2	3	4	5	6	7										
x. 衣物溫度調校容易	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr></table>	1	2	3	4	5	6	7	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr></table>	1	2	3	4	5	6	7
1	2	3	4	5	6	7										
1	2	3	4	5	6	7										
xi. 操作容易	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr></table>	1	2	3	4	5	6	7	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr></table>	1	2	3	4	5	6	7
1	2	3	4	5	6	7										
1	2	3	4	5	6	7										
xii. 盛水器可以拆開注水	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr></table>	1	2	3	4	5	6	7	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr></table>	1	2	3	4	5	6	7
1	2	3	4	5	6	7										
1	2	3	4	5	6	7										
xiii. 垂直或橫放時間過長電源	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr></table>	1	2	3	4	5	6	7	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr></table>	1	2	3	4	5	6	7
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1	2	3	4	5	6	7										
xiv. 三腳而非兩腳插頭	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr></table>	1	2	3	4	5	6	7	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr></table>	1	2	3	4	5	6	7
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1	2	3	4	5	6	7										
xv. 自動灑水按扭	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr></table>	1	2	3	4	5	6	7	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr></table>	1	2	3	4	5	6	7
1	2	3	4	5	6	7										
1	2	3	4	5	6	7										
xvi. 自動清洗蒸氣噴孔功能	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr></table>	1	2	3	4	5	6	7	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr></table>	1	2	3	4	5	6	7
1	2	3	4	5	6	7										
1	2	3	4	5	6	7										
xvii. 附有腳架	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr></table>	1	2	3	4	5	6	7	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr></table>	1	2	3	4	5	6	7
1	2	3	4	5	6	7										
1	2	3	4	5	6	7										
xviii. 除底板外，熨斗的側面， 尤其沿底板的“  ”	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr></table>	1	2	3	4	5	6	7	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr></table>	1	2	3	4	5	6	7
1	2	3	4	5	6	7										
1	2	3	4	5	6	7										
熨斗側面																
xix. 中文說明書	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr></table>	1	2	3	4	5	6	7	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr></table>	1	2	3	4	5	6	7
1	2	3	4	5	6	7										
1	2	3	4	5	6	7										
xx. 說明書清楚易懂	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr></table>	1	2	3	4	5	6	7	<table border="1"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr></table>	1	2	3	4	5	6	7
1	2	3	4	5	6	7										
1	2	3	4	5	6	7										

12. 你喜歡的熨斗色系是：
☐ 粉色（輕柔的顏色）
☐ 實色
☐ 其他，請註明：
☐ 無所謂

13. 你喜歡熨斗的顏色是：
☐ 紅
☐ 白
☐ 藍
☐ 綠
☐ 橙
☐ 黑
☐ 其他，請註明：
☐ 無所謂

14. 假若你需要重新購買一個熨斗的話，你會購買：
☐ 普通熨斗....請回答第十五條問題(Q.15)
☐ 蒸氣熨斗....請回答第十六條問題(Q.16)

b . 你()
☐ 選可
☐
☐
☐
☐
☐
☐
☐ 請

擇選普普通通熨斗較耐用的其他原因是：
 選擇普通熨斗較耐用操作
 普通熨斗較便宜
 普通熨斗較安全
 普通熨斗較容易
 普通熨斗較安便
 普通熨斗氣噴，作
 普通熨斗蒸動他續
 普通熨斗對自其繼
 普通熨斗請答
 普通熨斗氣註以
 普通熨斗明下
 普通熨斗灑：問
 普通熨斗熱水的功能對你作用不大
 普通熨斗題)

假設是造你的 都製照劣	有由，的次	六樂你想序	款聲會法，代	不牌如，為表	同及何就六最	的飛預著款住選	蒸利期產產	氫浦它品品	熨推們的排	斗山的特列	供，產點名	你并品，次	評由水逐：請點時山	審不準項在比，	它國請從每項名必的	家按優特次作至排的。
" " " "	" " " "	" " " "	代 代 代	表 表 表	" 六 表	屋 款 現	二 產 產	" 品 品	選 中				" 6 重	複 並 名		

請在下列空格填上“1”、“2”、“3”、“4”、“5”或“6”

		外形	耐用	安全	熨效	衣果	操作	整品	體質	物所	有值	購傾	買向
樂	聲	牌	蒸	氣	熨	斗							
飛	新	加	坡	製	造	斗							
樂	利	浦	製	氣	熨	斗							
	日	本	蒸	造	斗								
飛	聲	牌	製	氣	熨	斗							
	日	本	蒸	造	斗								
飛	利	浦	製	氣	熨	斗							
	新	加	坡	製	斗								
飛	西	浦	蒸	氣	熨	斗							
	利	德	製	造	斗								
飛	荷	蘭	製	造	斗								

b. 你的印象中，飛利浦是甚麼國家的牌子？
☐ 荷蘭 ☐ 西德 ☐ 日本
☐ 其他，請註明：_____（國家名稱）

c. 你是否知道飛利浦的蒸氣熨斗是甚麼國家製造？
☐ 是，請註明：_____（國家名稱）
☐ 否

17. 以下所列出的是7隻家庭電器牌子的名稱，請就
 著你對它們產品（所有電器產品，不單是蒸氣
 熨斗）的看法，為它們的質素及表現評分。10
 代表極好，1代表極差，而界乎1與10中間的
 數字，數值越大代表越好，數值越小代表越差。
 假若你不清楚它們的水準，請於不清楚的方格
 內填上✓。

	極差										極好	
百靈 (Braun)	1	2	3	4	5	6	7	8	9	10	不清楚	
三洋 (Sanyo)	1	2	3	4	5	6	7	8	9	10	不清楚	
聲 (National)	1	2	3	4	5	6	7	8	9	10	不清楚	
菱 (Mitsubishi)	1	2	3	4	5	6	7	8	9	10	不清楚	
康樂 (Krups)	1	2	3	4	5	6	7	8	9	10	不清楚	
飛利浦 (Philips)	1	2	3	4	5	6	7	8	9	10	不清楚	
日立 (Hitachi)	1	2	3	4	5	6	7	8	9	10	不清楚	

18. 以下所列出10個國家／地方的名稱，請就著你
 對它們所製造之家庭電器產品的質素及表現評
 分。10代表極好，1代表極差，中間的數字則
 數值越大代表越好，數值越小代表越差。假若
 你不清楚它們的水準，請於不清楚的方格內填
 上✓。

	極差										極好	
台灣	1	2	3	4	5	6	7	8	9	10	不清楚	
英國	1	2	3	4	5	6	7	8	9	10	不清楚	
西德	1	2	3	4	5	6	7	8	9	10	不清楚	
美國	1	2	3	4	5	6	7	8	9	10	不清楚	
新加坡	1	2	3	4	5	6	7	8	9	10	不清楚	
荷蘭	1	2	3	4	5	6	7	8	9	10	不清楚	
法國	1	2	3	4	5	6	7	8	9	10	不清楚	
日本	1	2	3	4	5	6	7	8	9	10	不清楚	
香港	1	2	3	4	5	6	7	8	9	10	不清楚	
南韓	1	2	3	4	5	6	7	8	9	10	不清楚	

- 19 a. 你會否在下列喜慶節日購買蒸氣熨斗作送禮之
 用？

- i. 婚禮 ☐ 會 ☐ 不會
- ii. 聖誕 ☐ 會 ☐ 不會
- iii. 生日 ☐ 會 ☐ 不會

- b. 假若你購買蒸氣熨斗作送禮之用，你會購買那
 隻牌子？（只可填一個答案）：

20. 你的性別是：☐ 男
☐ 女

21. 年齡：☐ 20歲或以下
☐ 21至30歲
☐ 31至40歲
☐ 41至50歲
☐ 51至60歲
☐ 61歲或以上

22. 教育程度：☐ 未接受過教育／幼稚園
☐ 小學
☐ 中學
☐ 預科
☐ 大專或以上

23. 婚姻狀況：☐ 已婚
☐ 未婚，與家人同住
☐ 未婚，并非與家人同住
☐ 其他，請註明：

24. 家庭人數：（只計同住成員及自己）
☐ 單人 ☐ 2人 ☐ 3-4人
☐ 5-8人 ☐ 9人或以上

25. 家庭每月收入：☐ 少於\$5,000
☐ \$5,000-\$10,000
☐ \$10,001-\$15,000
☐ \$15,001-\$20,000
☐ \$20,001-\$30,000
☐ \$30,001或以上

註：

※ 1) 假若你的家庭使用的熨斗是蒸氣熨斗，請你邀請家中最經常使用蒸氣熨斗的成員，續答乙部份問卷。

※※ 假若你正好是負責購買熨斗的人，亦是熨斗最經常的使用者，請你耐心的繼續回答乙部份問卷。

2) 假若你家庭使用的熨斗是普通熨斗，非常感謝你，耐心回答了甲部份問卷，你毋須續答乙部份問卷，有關你的訪問已告一段落。謝謝！

- 甲部份問卷完 -

(蒸氣熨斗用戶續答乙部份問卷)

乙部份問卷

這部份問卷的訪問對象是蒸氣熨斗用戶。
假若你并非蒸氣熨斗用戶,請毋須回答這份問卷。
假若你的家庭是蒸氣熨斗用戶,請由最經常使用
蒸氣熨斗的成員回答問題。謝謝!

1. 家中現時所用的蒸氣熨斗是否由你購買? ☐ 是
☐ 否

2. 你現時所用蒸氣熨斗的牌子是: _____
(假若你現時擁有多於一個蒸氣熨斗,請填上你最經常用的牌子名稱。)

3a. 你對於現時所使用的蒸氣熨斗是否滿意?

- ☐ 是,請註明原因: _____
☐ 否,請註明原因: _____
☐ 一般,請註明原因: _____
☐ 不清楚,請註明原因: _____

4. 假若要給你現時所選用的蒸氣熨斗評分,7分是非常好,1分是非常差,中間數值是越大越好,越小越差,你會給的分數是:
(請在方格內填上✓)

非常差 非常好

1	2	3	4	5	6	7
---	---	---	---	---	---	---

5. 你認為你的蒸氣熨斗最特出的優點是: _____

6. 你認為你的熨斗最遜色的地方是: _____

7. 你的蒸氣熨斗在購買後,曾進行修理多少次?

- ☐ 不曾 ☐ 1次 ☐ 2次 ☐ 超過2次

8. 你使用了上述蒸氣熨斗多少年?

- ☐ 少於1年 ☐ 1至2年 ☐ 3至5年
☐ 6至10年 ☐ 11年或以上 ☐ 不清楚

9. 假若要重新購買蒸氣熨斗,你是否會購買同一牌子?

- ☐ 是,原因: _____
☐ 否,原因: _____
☐ 不一定,原因: _____

- 乙問卷完 -

- 全卷完。謝謝 -

SAMPLE SURVEY QUESTIONNAIRE

We are Master of Business Administration students of the Chinese University of Hong Kong. We are now conducting a research project on the electrical steam iron market in Hong Kong. As a part of the research, this sample survey is aimed at gathering information about the present steam iron market situation in Hong Kong and exploring the consumers' attitudes, opinions and experiences towards different brands of steam irons. The findings from this survey would be used by a steam iron manufacturer to improve its products in order to better serve their users.

All data obtained in this survey will only be used for statistical analysis. No personal information would be revealed as individual item.

Please complete this questionnaire as fully as possible by checking the appropriate boxes or putting numbers in the blanks. There are no 'correct' or 'incorrect' answers to the questions, all we want are your honest replies.

This questionnaire is divided into two sections -- Section A & B. If the smoothing iron in your home is a steam iron, please complete both sections. However, if it is a flat iron, then only Section A needed to be filled in.

Thank you very much for your co-operation !

Section A

This section is to be completed by the buying decision-maker of smoothing iron(s) in your family. In case it is not sure who will make the purchase of smoothing iron, then please ask the usual buyer of small electrical appliances of your household to complete it. Thank You !

Please check the boxes or numbers that you choose for all the following questions.

Q.1 How many smoothing irons does your family own? (including both steam iron & flat iron)

- ☐ One
- ☐ Two
- ☐ Three
- ☐ Four or more

If your household own more than one smoothing iron, please indicate the reasons:

If more than one smoothing iron are possessed, please use the most frequently used one (steam iron or flat iron) for answering the following questions.

Q.2 The regularly-used smoothing iron in your home is a:

- ☐ Steam iron
- ☐ Flat iron

Q.3 How long have you been using the present iron?

- ☐ Less than 1 year
- ☐ 1 - 2 years
- ☐ 3 - 5 years
- ☐ 6 - 10 years
- ☐ 11 years or more
- ☐ Not certain

Q.4 The brand name of your present smoothing iron is: _____

(One answer only)

Q.5 Where do you usually go to buy small household appliances such as smoothing iron?
(please check only one box)

- ☐ Chain electrical appliances shops (e.g. Tai Lin, Fortress)
- ☐ Department stores (e.g. WingOn, Yue Hwa, Yaohan, Lane Crawford etc.)

please specify name of department store: _____

(can be more than one)

- ☐ Showroom
- ☐ Ordinary electrical appliances retailers
- ☐ Others, please specify: _____

Q.6 In case you have to buy a smoothing iron, .

a. what factor affects you most in making your choice?

(please check the most important factor only)

- ☐ Recommendations from friends & relatives
- ☐ Consumers' magazines such as Choice
- ☐ Past experiences
- ☐ Salespeople's recommendations
- ☐ Product external appearance
- ☐ Sales promotion activities (e.g. discount, product demonstration & trial-use)
- ☐ Others, please specify: _____

b. what other factors affect you in making your choice?

(can check more than one box)

- ☐ Recommendations from friends & relatives
- ☐ Consumers' magazines such as Choice
- ☐ Past experiences
- ☐ Salespeople's recommendations
- ☐ Product external appearance
- ☐ Sales promotion activities (e.g. discount, product demonstration & trial-use)
- ☐ Others, please specify: _____

Q.7 Please write down:

a. brand name of smoothing iron you are most familiar with? _____

(only one answer)

b. other brands of smoothing iron you can recall? _____

(can be more than one)

Q.8 Where do you get information about different brands of smoothing iron?

(can check more than one)

- ☐ TV advertisements
- ☐ Retail shop displays
- ☐ Friends & relatives
- ☐ Showroom display
- ☐ Product catalogues/promotion leaflets
- ☐ Sales promotion (e.g. product demonstration/trial-use)
- ☐ Newspapers & magazines
- ☐ Choice
- ☐ Poster advertisements
- ☐ Retailers' information
- ☐ Others, please specify: _____

Q.9 The following questions are used to find out your perception on product attributes of different brands of steam iron available in Hong Kong. Please, according to your personal feeling, give mark to each of the four brands. 1 is the lowest mark and 10 is the highest mark. Please check the mark for each item. If you have absolutely no idea about any brand on any attribute, then check the 'Not certain' box of that item.

a. Product external design (includes: appearance & ease of operation)

	Very poor										Excellent
Hitachi	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
Philips	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
National	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
Braun	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]

b. Quality & performance (includes: durability, safety, variety of functions, smoothing effect)

	Very poor										Excellent
Hitachi	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
Philips	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
National	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
Braun	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]

c. Value for money

	Very poor										Excellent
Hitachi	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
Philips	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
National	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
Braun	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]

d. If you have to buy a steam iron, your likelihood of purchasing the following brands are:

	Very unlikely										Very likely
Hitachi	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
Philips	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
National	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
Braun	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]

Q.10 The following questions are used to find out your perception on product attributes of different country of origin of steam irons. Please, according to your personal feeling, give mark to each of the six countries or city. 1 is the lowest mark and 10 is the highest mark. Please check the mark for each of the following item. If you have absolutely no idea about any country or city on any attribute, then check the 'Not certain' box of that item.

a. Product external design (includes: appearance & ease of operation)

	Very poor										Excellent
West Germany	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
Singapore	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
Japan	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
South Korea	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
Holland	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
Hong Kong	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]

b. Quality & performance (includes: durability, safety, variety of functions, smoothing effect)

	Very poor									Excellent	
West Germany	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
Singapore	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
Japan	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
South Korea	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
Holland	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
Hong Kong	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]

c. Value for money

	Very poor									Excellent	
West Germany	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
Singapore	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
Japan	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
South Korea	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
Holland	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
Hong Kong	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]

d. If you have to buy a steam iron, your likelihood of purchasing products made in the following places are:

	Very unlikely									Very likely	
West Germany	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
Singapore	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
Japan	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
South Korea	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
Holland	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
Hong Kong	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]

Q.11 What are the degrees of importance of the following criteria in affecting your choice of smoothing iron?

(1 represents definitely unimportant, 7 represents very important, and the higher the mark, the higher the degree of importance. Please check the mark you choose for each item.)

	Definitely Unimportant							Definitely Important	
i. Lightness	[1]	[2]	[3]	[4]	[5]	[6]	[7]		
ii. Easy to hold	[1]	[2]	[3]	[4]	[5]	[6]	[7]		
iii. Physical appearance (shape & style)	[1]	[2]	[3]	[4]	[5]	[6]	[7]		
iv. Color	[1]	[2]	[3]	[4]	[5]	[6]	[7]		
v. Country of Origin	[1]	[2]	[3]	[4]	[5]	[6]	[7]		
vi. Smoothing surface coating (e.g. Silverstone/Teflon)	[1]	[2]	[3]	[4]	[5]	[6]	[7]		
vii. Price	[1]	[2]	[3]	[4]	[5]	[6]	[7]		
viii. Brand name	[1]	[2]	[3]	[4]	[5]	[6]	[7]		
ix. Variety of temperature for selection	[1]	[2]	[3]	[4]	[5]	[6]	[7]		
x. Ease of temperature adjustment	[1]	[2]	[3]	[4]	[5]	[6]	[7]		

<CONTINUE>

	Definitely Unimportant					Definitely Important		
xi. Ease of operation	[1]	[2]	[3]	[4]	[5]	[6]	[7]	
xii. Detachable water tank	[1]	[2]	[3]	[4]	[5]	[6]	[7]	
xiii. Automatic thermal cutoff	[1]	[2]	[3]	[4]	[5]	[6]	[7]	
xvi. 3-pin plug	[1]	[2]	[3]	[4]	[5]	[6]	[7]	
xv. Automatic sprinkling button	[1]	[2]	[3]	[4]	[5]	[6]	[7]	
xvi. Automatic steam-hole cleaning	[1]	[2]	[3]	[4]	[5]	[6]	[7]	
xvii. A stand for resting the iron	[1]	[2]	[3]	[4]	[5]	[6]	[7]	
xviii. No heating surface except the smoothing plate	[1]	[2]	[3]	[4]	[5]	[6]	[7]	
xix. Chinese operation manual	[1]	[2]	[3]	[4]	[5]	[6]	[7]	
xx. Easily understood operation manual	[1]	[2]	[3]	[4]	[5]	[6]	[7]	

Q.12 You prefer smoothing iron to be of what color type:

- ☐ Pastel color (soft & light color)
- ☐ Solid color
- ☐ Others, please specify: _____
- ☐ Don't care

Q.13 You prefer smoothing iron to be of what color:

- ☐ Red
- ☐ White
- ☐ Blue
- ☐ Green
- ☐ Orange
- ☐ Black
- ☐ others, please specify: _____
- ☐ Don't care

Q.14 What type of smoothing iron will you buy if your present iron (no matter it is a steam iron or flat iron) is out of order?

- ☐ Flat iron please continue answering Q.15
- ☐ Steam iron please skip Q.15 and go to Q.16

Q.15 You said you prefer flat iron to steam iron,

a. what is your major reason? (please choose only the main one)

- ☐ Flat iron is more durable
- ☐ Flat iron is easier to manage
- ☐ Flat iron is safer
- ☐ Flat iron is cheaper
- ☐ Not familiar with steam iron
- ☐ The steam & water sprinkling functions of steam iron are not necessary
- ☐ Others, please specify: _____

b. what are the other reasons? (can choose more than one)

- ☐ Flat iron is more durable
- ☐ Flat iron is easier to manage
- ☐ Flat iron is safer
- ☐ Flat iron is cheaper
- ☐ Not familiar with steam iron
- ☐ The steam & water sprinkling functions of steam iron are not necessary
- ☐ Others, please specify: _____

Q.16a In case there are six steam iron for you to rate. They are either National or Philips products but made in different countries. What will be your perception of different product attributes of these six products. Please, according to your personal feeling, rank the six products from 1 to 6 and please break every tie.

1 represents the product you perceived as the best one.

2 represents the product you perceived as the second best one.

:

:

6 represents the product you perceived as the worst one.

Please indicate your ranking in the following table.

Product brand & country of origin	External Appear- ance	Durabi- lity	Safety	Smoothing Effect	Ease of operation	Overall perform- ance	Value for Money	Buying Intention
National, made in Singapore								
Philips, made in Japan								
National, made in Japan								
Philips, made in Singapore								
Philips, made in West Germany								
Philips, made in Holland								

b. In your mind, Philips is a company of which country?

- ☐ Holland
- ☐ West Germany
- ☐ Japan
- ☐ Others, please specify: _____ (Name of country)

c. Do you know in which country Philips' steam irons are made?

☐ Yes, please specify: _____ (Name of country)

☐ No

Q.17 The following are listed 7 brand names of domestic electrical appliances. Please, according to your perception of products of each brand name (all domestic electrical appliances of that brand, not necessarily steam iron), give a mark for each brand. 1 is the lowest mark and 10 is the highest mark. Please check the mark for each brand. If you have absolutely no ideas about any of the brands, then check the 'Not certain' box of that brand.

	Very poor										Excellent
Braun	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
Sanyo	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
National	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
Mitsubishi	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
Krups	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
Philips	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
Hitachi	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]

Q.18 The following are listed 10 countries or city. Please, according to your perception of domestic electrical appliances made in these places, give a mark for the products made in each of the country or city. 1 represents their domestic electrical appliances are very poor, 10 represents their domestic electrical appliances are excellent. Please check the mark for each country or city. If you have absolutely no ideas about products made in any of the places, then check the 'Not certain' box of that place.

	Very poor										Excellent
Taiwan	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
England	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
W. Germany	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
U.S.A.	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
Singapore	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
Holland	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
France	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
Japan	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
Hong Kong	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]
South Korea	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[Not certain]

Q.19 a. Will you use a steam iron as a gift for:

i. Wedding ☐ Yes
☐ No

ii. Christmas ☐ Yes
☐ No

iii. Birthday ☐ Yes
☐ No

b. If you happen to use a steam iron as a gift, what brand will you choose? (only choose one)

Q.20 - Q.25 are addressed to the respondents of Section A.

Q.20 Sex: ☐ Male
☐ Female

Q.21 Age: ☐ 20 or below
☐ 21 - 30
☐ 31 - 40
☐ 41 - 50
☐ 51 - 60
☐ 61 or above

Q.22 Education Level: ☐ No education/Kindergarden
☐ Primary
☐ Secondary
☐ Matriculation
☐ Tertiary or above

Q.23 Marital Status: ☐ Married
☐ Single, lives with relatives
☐ Single, moved out
☐ Others, please specify: _____

Q.24 Family Size: ☐ 1
☐ 2
☐ 3 - 4
☐ 5 - 8
☐ 9 or more

Q.25 Family Income: ☐ Less than \$5000
☐ \$5000 - \$10000
☐ \$10001 - \$15000
☐ \$15001 - \$20000
☐ \$20001 - \$30000
☐ \$30001 or more

Note:

1. If a steam iron is the regularly used iron of your household, please invite the most frequent user in your household to answer Section B of this questionnaire.

If you are also the most frequent user of your steam iron, please be patient and continue answering Section B.

2. If a flat iron is the regularly used iron of your household, you are not required to answer Section B and you can return the questionnaire to your distributor. Thank you very much for your patience and co-operation.

- End of Section A -

(For the steam iron household, please continue answering Section B)

Section B

This section is to be filled up by the main steam iron user in your family.

Q.1 Is the steam iron in your home bought by you?

☐ Yes

☐ No

Q.2 What is the brand name of your most regularly used steam iron? _____

Q.3 Are you satisfied with your present steam iron?

☐ Yes, please specify reason: _____

☐ No, please specify reason: _____

☐ So, so, please specify reason: _____

☐ Not certain, please specify reason: _____

Q.4 If you have to rate the performance of your present steam iron, what mark will you give it. 7 represents excellent, 1 represents very poor. (please check the appropriate number)

Very poor

Excellent

[1] [2] [3] [4] [5] [6] [7]

Q.5 What are the good features of your present steam iron?

Q.6 Anything about your present steam iron which is unsatisfactory?

Q.7 Number of times your steam iron was repaired since it was used?

☐ Never

☐ Once

☐ Twice

☐ More than 2 times

Q.8 How long have you been using the present iron?

☐ less than 1 year

☐ 1 - 2 years

☐ 3 - 5 years

☐ 6 - 10 years

☐ 11 years or more

☐ Not certain

Q.9 Will you buy the same brand of steam iron to replace the existing one when it is out of order?

☐ Yes, reason: _____

☐ No, reason: _____

☐ Not sure, reason: _____

- End of Section B -

---- End of the whole questionnaire, Thank you very much !! ----

Table A5.1

Sex

Sex	No.	%
Male	96	42.1%
Female	132	57.9%
Total	228	100.0%

Table A5.2

Age

Age	No	%
<21	13	5.7%
21-30	132	57.6%
31-40	60	26.2%
41-50	12	5.2%
51-60	10	4.4%
>60	2	0.9%
Total	229	100.0%

Table A5.3

Education Level

Education Level	No.	%
Kindergarden or less	3	1.3%
Primary School	9	3.9%
Secondary School	81	35.4%
Matriculation	27	11.8%
Tertiary or higher	109	47.6%
Total	229	100.0%

Table A5.4

Marital Status

Marital Status	No.	%
Married	114	49.8%
Single	113	49.3%
Others	2	0.9%
Total	229	100.0%

Table A5.5

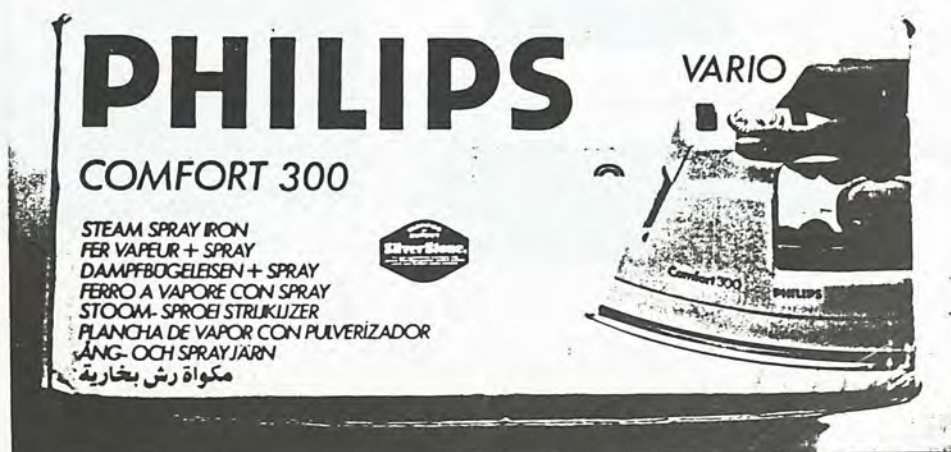
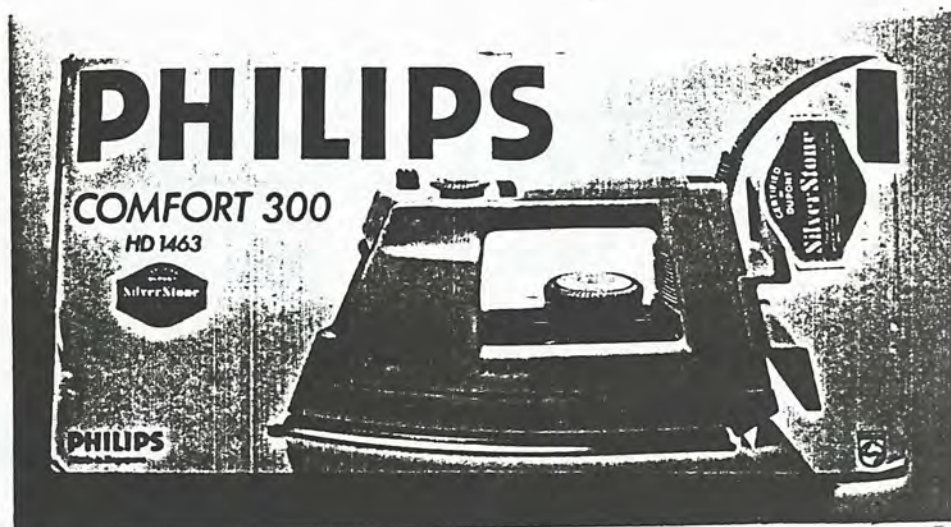
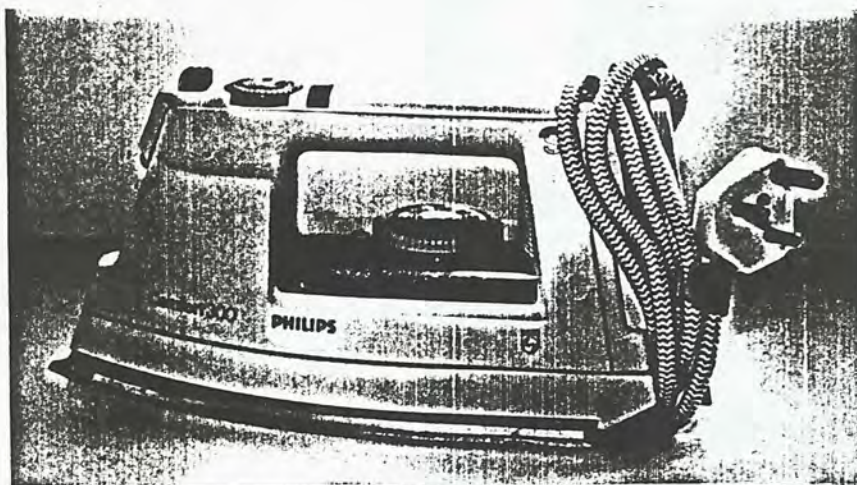
Family Size

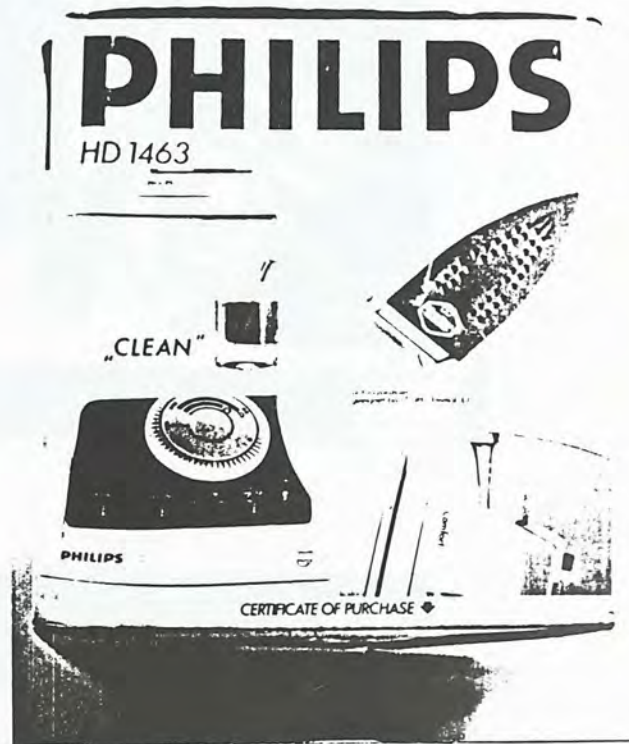
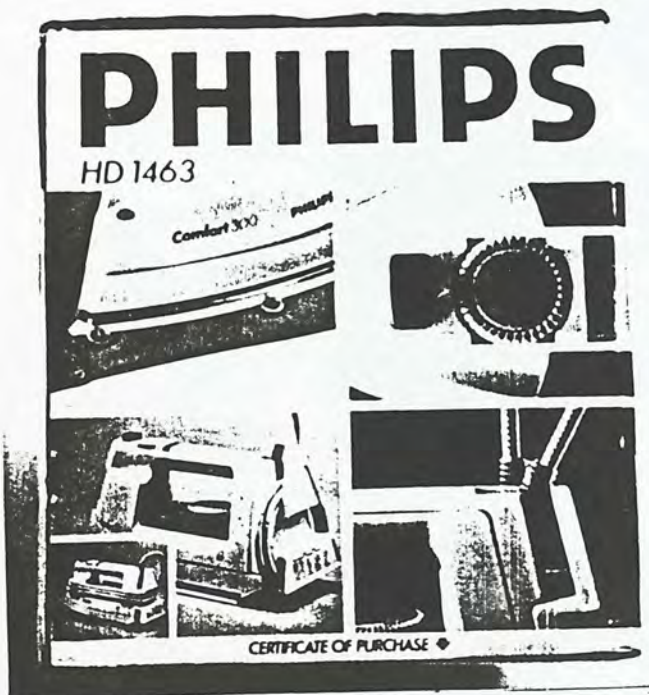
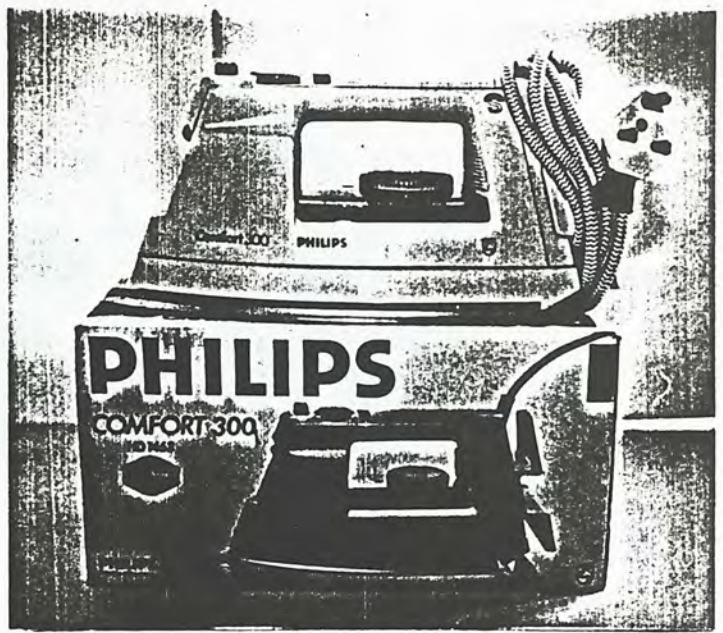
Family Size	No.	%
Single	9	3.9%
2	39	17.0%
3-4	101	44.1%
5-8	76	33.2%
>8	4	1.7%
Total	229	100.0%

Table A5.6

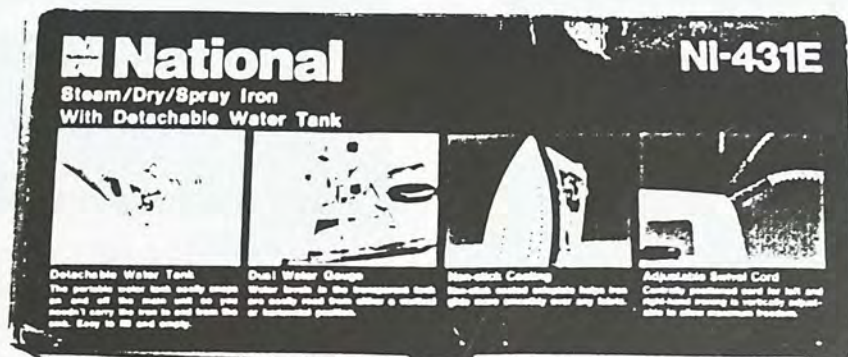
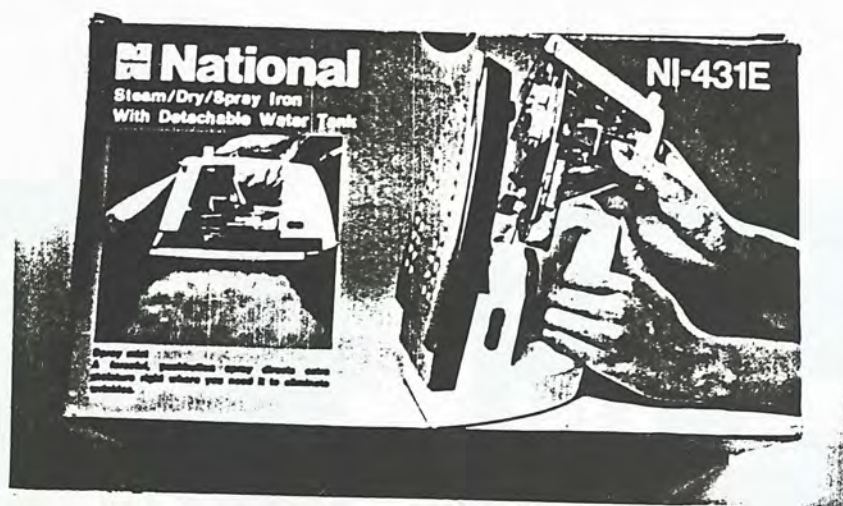
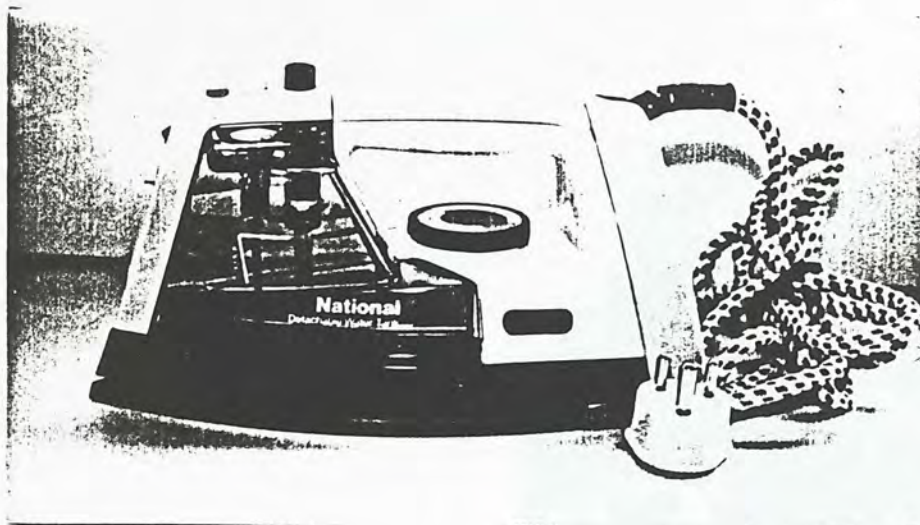
Family Income

Family Income	No.	%
Less than \$5000	11	4.9%
\$5000-\$10000	52	23.2%
\$10001-\$15000	54	24.1%
\$15001-\$20000	44	19.6%
\$20001-\$30000	42	18.8%
\$30000 or more	21	9.4%
Total	224	100.0%





NATIONAL



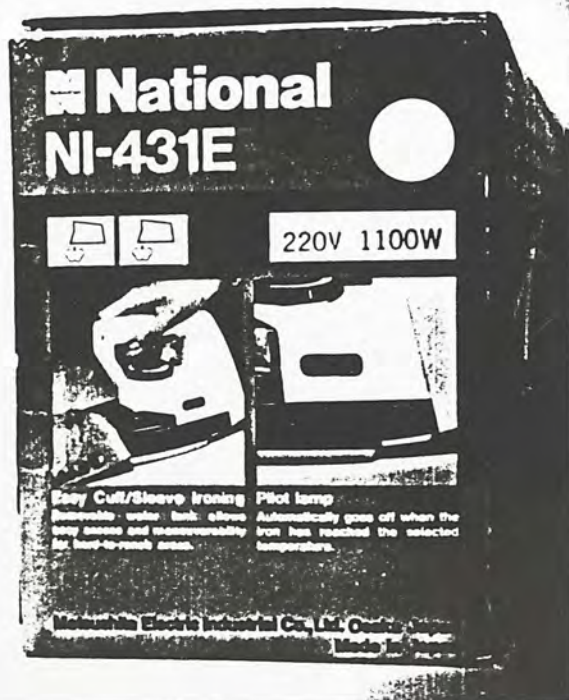


Table A6.1

Type of Shop Where Domestic Electrical Appliances are Bought

Type of shop	Frequency Count	Percentage
Electrical appliances retailers	114	49.6%
Department stores	52	22.6%
Chain electrical appliances shops	50	21.7%
Showrooms	5	2.2%
others	6	2.6%
Not answered	3	1.3%
Total	230	100.0%

Table A6.2
Color Type Preference

Color Type	Frequency Count	Percentage
Soft Color	83	36.1%
Solid Color	67	29.1%
Don't Care	62	27.0%
Not answered	18	7.8%
Total	230	100.0%

Table A6.3
Smoothing Iron Color Preference

Color	Frequency
White	62
Red	49
Blue	25
Green	18
Black	15
Orange	11
Others	15
Don't Care	56

Table A6.4
Reasons for not Preferring Steam Irons

Reasons	Regarded as		Regarded as	
	Major reason		Important but not major	Total
Flat-iron is easier to manage	18	31.6%	24	42
Flat-iron is more durable	10	17.5%	24	34
Steam-iron functions are not necessary	11	19.3%	15	26
Flat-iron is cheaper	4	7.0%	18	22
Not familiar with steam-iron	7	12.3%	13	20
Flat-iron is safer	1	1.8%	12	13
Others	6	10.5%	1	7
Total	57	100.0%	107	164

Table A6.5
Number of Repairs

No. of Repair	Philips		National		Total	
	No.	%	No.	%	No.	%
Never	14	93.3%	82	91.1%	96	91.4%
Once	0	0.0%	6	6.7%	6	5.7%
Twice	0	0.0%	2	2.2%	2	1.9%
More than 2	1	6.7%	0	0.0%	1	1.0%
Total	15	100.0%	90	100.0%	105	100.0%

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